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JAN 13 1926

EXTRA

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## RUBBER PLANS COMPLETED

### SECOND WORLD MOTOR CONGRESS ENDS SESSIONS

#### Serviceable Selling Is Topic at Closing Meeting

NEW YORK, Jan. 13.—The concluding session of the second World Motor Transport Congress was called to order by Capt. Edward V. Rickenbacker this morning at 10 o'clock at the Hotel Roosevelt. The subject of discussion was Serviceable Selling, and an interesting program had been arranged.

The opening address was delivered by Alvin Macauley, president of Packard. Then followed an address on the shop of efficient service by S. D. Black, representative of the Motor and Accessory Manufacturers' Association and of the Automotive Equipment Association, and president of Black & Decker. This talk was illustrated by lantern slides, showing various methods of promoting efficiency in the shop.

The next address was prepared by Alfred P. Sloan, president of General Motors and read by H. H. Rice. The subject of his talk was Rewards of Serviceable Selling.

The presiding officer next called upon Rowland Winn of Leeds, England, representing the British Motor Traders' Association, who spoke briefly on conditions in his country. Frank Lanchester, the well known British engineer, then made a brief address.

At the conclusion of the morning session the delegates adjourned to luncheon. This function was the international luncheon, presided over by Frederick J. Haynes, president of Dodge Brothers. The luncheon speaker was Arthur C. Turner of Turner Brothers, automotive distributors of Melbourne, Australia. Mr. Turner talked on international problems of the automotive trade.

At the conclusion of the luncheon the delegates were taken on an expedition designed to show them the actual methods of maintenance of equipment, management, training of personnel and operation of motor buses along modern lines.

#### BETTER STANDARDIZATION

"The automotive industry in the United States was over twenty years old before it ceased to look upon the maintenance of the vehicles it sold as a necessary evil and began to see it as a business," said Mr. Macauley in his address. "Now the manufacturers and most dealers recognize service as one of the most important elements in their

### M. A. M. A. Elects Annual Officers



H. L. Horning Eugene B. Clark M. A. Moynihan J. M. McComb

NEW YORK, Jan. 13.—At the meeting of the Motor and Accessory Manufacturers Association today in the Hotel Astor, the following officers and directors were elected. H. L. Horning, president of the Waukesha Manufacturing Company of Waukesha, Wis., was elected president.

C. H. L. Flintermann, vice-president of the Michigan Steel Casting Company, Detroit, was chosen first vice-president; Eugene B. Clark, president of the Clark Equipment Company, Buchanan, Mich., second vice-president, and M. A. Moynihan, secretary and treasurer of the Gemmer Manufacturing Company of Detroit, third vice-president.

L. M. Wainright, president of the Diamond Chain and Manufacturing Company, Indianapolis, was elected treasurer, and J. M. McComb, vice-president of the Crucible Steel Company of America, New York, secretary and assistant treasurer.

As directors, C. H. L. Flintermann, J. M. McComb, M. A. Moynihan and R. W. Proctor, sales manager of Black and Decker Manufacturing Company, Towson, Md., were chosen.

### TRADE INTEREST HINTS GOOD YEAR

#### Accessory Exhibitors Cheered by Show Results

NEW YORK, Jan. 13.—Accessory manufacturers exhibiting at the Palace see 1926 as a year of good business in their line. Nearly all express the opinion that the new year will equal the sales records set up in 1925 and many are confident it will surpass them.

Predictions as to 1926 business are based on the buying activity displayed so far at the show and on preliminary orders for the first quarter of the new year which have already been received from jobbers and dealers.

The trade is buying this year as perhaps never before—that is the impression one brings away from

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#### Today's Events at the Automobile Show

12:30 p. m.—Luncheon, Rickenbacker dealers, Hotel Commodore.  
12:30 p. m.—Luncheon, sales group, Chrysler Corporation, Hotel Commodore.  
6:45 p. m.—Dinner, Society of Automotive Engineers, Hotel Astor.  
7:00 p. m.—Dinner, Paige-Jewett dealers, Hotel Commodore.

(Continued from Page 10)

### Price Resigns as Bendix Brake Head

NEW YORK, Jan. 13.—It is announced that J. L. Price, president of the Bendix Brake Company, has resigned. Vincent Bendix himself will take over the office of president of the Bendix Brake Company. Mr. Price remains as vice-president of the Bendix Corporation, of which the Bendix Brake Company is a subsidiary.

### ANNUAL M. A. M. A. BANQUET PROVES BRILLIANT EVENT

#### Colorful Entertainment Features Enjoyable Occasion

NEW YORK, Jan. 13.—As usual, the annual dinner of the Motor and Accessory Manufacturers' Association, held this evening in the grand ballroom at the Commodore Hotel, proved to be one of the most enjoyable functions of show week.

The members of the association were out in full force for the dinner, and their wives, daughters and sweethearts crowded the boxes

(Continued on Page 2)

### N. A. C. C. Forms American Motor Rubber Corporation

Raskob, Nash, Brosseau, Chapin, Macauley, Waterfall and Erskine Among Directors Selected

NEW YORK, Jan. 13.—Voting to form the American Motor Rubber Corporation, with an initial capital of \$10,000,000, the special committee on the rubber situation named by the directors of the National Automobile Chamber of Commerce decided at a meeting held today, on the following steps of immediate action:

### STUDEBAKER CO. CUTS PRICES \$100

#### Announcement of the Reduction Made at Dealers' Banquet

NEW YORK, Jan. 13.—A. R. Erskine, president of the Studebaker Corporation of America, during his address to 1,200 dealers, distributors and guests at the Studebaker banquet in the grand ballroom of the Plaza Hotel tonight, announced the new prices. They are as follows:

Standard wood sedan.....\$1,295

Standard metal sedan.....\$1,395

Big Six Group

Five passenger.....\$1,895

Seven passenger.....\$2,145

Country club coupe.....\$1,650

Brougham.....\$2,095

All prices represent a reduction of \$100.

Mr. Erskine in an interesting address also outlined the new Studebaker dividend plan for Studebaker employees, based on continuous service, and the new group insurance proposition, affording insurance to Studebaker employees at greatly reduced rates.

Paul G. Hoffman, vice-president of the company, was toastmaster. A. J. Morris, president of the Industrial Acceptance Corporation, delivered a brief address in which he outlined the new Studebaker payment plan. Neal O'Hara, the noted humorist; A. D. Lasker, president of Lord & Thomas; H. S. Vance, Studebaker sales manager, and Mr. Fish, chairman of the board, also delivered brief addresses.

NEW passenger car registrations of the entire country, compiled for the week and month, will be found on pages 12 and 13 of this issue.

To incorporate immediately in the State of Delaware; to issue a call tomorrow for stock subscriptions from 100 automobile companies; to choose executive officers and select headquarters in New York. This was placed in the hands of a special committee.

To determine the advantages of different sections of the world for rubber production. Offers of rubber plantations and properties were presented to the meeting from Brazil, Ceylon, Old German East Africa and Colombia, as well as a proposal for the development of a large tract in Cuba adjoining a deep water port.

It was the consensus at the meeting that there is an adequate supply of rubber and tires in the country. The difficulty has been in artificial restrictions. By bringing idle, unorganized plantations into the market and planning for the future so as to block storage accumulations, both present and future demand can be cared for, was the opinion expressed.

Seventy per cent. of the rubber supply is used in this country, it was stated.

All information presented to the meeting indicated very closely that the speculation in rubber was subsiding and that normal prices might be expected soon.

The new corporation plans have to do with producing rubber, dealing in it as a commodity and manufacturing automobile tires and other rubber products.

There will be a board of ten directors composed of automobile executives, three in addition to the following: John J. Raskob, vice-president of General Motors; C. W. Nash, president of Nash Motors Company; H. J. Brosseau, president of Mack Trucks, Inc.; Roy D. Chapin, chairman of the Hudson Motor Car Company; Alvin Macauley, president of Packard Motor Car Company; Arthur T. Waterfall, vice-president of Studebaker Corporation of America, and A. R. Erskine, president of the Studebaker Corporation.



## HOPE TO SETTLE RUBBER MATTER

### The R. A. A. Executive Committee Meets Again Today

New York, Jan. 13.—In an effort to decide upon a definite plan for combating the present monopoly of the crude rubber market, A. L. Viles, general manager of the Rubber Association of America, will call a meeting of the executive committee of the association tomorrow. It is hoped that the association, which has had the matter under discussion since the annual meeting on Monday, will be able to come to a definite conclusion before the end of Show Week, Mr. Viles said.

So far plans for American operated plantations and developments have not left the discussion stage, though it developed at the meetings that private interests in the industry are working for such development on a large scale. More than \$50,000,000, it is known, is available for the Rubber Association's use should a definite plan of action be decided upon at the meeting tomorrow or later in the week.

That the association is determined to go through with some project, whatever that may be, was indicated by the statement of Mr. Viles today that he had been in close touch with Secretary of Commerce Hoover for some months past and that the conference of the rubber interests of this country with Secretary Hoover on Tuesday was but another step in the long line of conferences leading to a final establishment of American owned and operated plantations.

Any part that the National Automobile Chamber of Commerce planned taking in the rubber situation would receive the full co-operation of the Rubber Association of America, Mr. Viles added, as would other organizations in this country working to break up the British monopoly.

## Schutte Body Co. Plans Expansion

New York, Jan. 13.—Charles E. Schutte, president of the Charles Schutte Body Company, Lancaster, Pa., is an interested visitor at the show, where a number of Schutte custom bodies are on view.

Among these are specially designed and executed bodies in service, mounted on Duesenberg, Isotta-Fraschini, Cadillac, Pierce-Arrow, Packard and Lincoln chassis, with imported fabrics in broadcloth, tapestry and other upholsteries, woven on special looms.

The company, which now occupies a two-story building with about 6,000 square feet of floor space, preparing to expand within a few weeks in order to care for increasing business, Mr. Schutte said.

**INSPECTING VELIE'S LATEST DEVELOPMENT**—Velie officials surrounding the vibrationless crankshaft, a Velie feature, before attending the luncheon at the Hotel Commodore yesterday. They are, left to right: James C. Muir, special sales manager; C. H. Carney, service engineer; W. L. Velie, Jr., vice-president; C. W. Haddon, general sales manager; W. G. Dowdie, advertising manager-elect and George F. Oggenburg, district manager.



**AUBURN OFFICIALS AND GUESTS**—Leading figures at the Auburn luncheon held yesterday at the Hotel Commodore. Included in the group are J. I. Farley, president of the company; K. L. Childs, president of the Fabric Body Corporation; W. W. Gedges, secretary of the Auburn Company; J. L. Nau, vice-president of the Manufacturers' Finance Company; A. S. Putney, district manager of the Curtis Publishing Company; P. P. Willis, vice-president of the United States Advertising Corporation; E. L. Cord, Auburn vice-president and general manager; N. E. McDarby, Auburn assistant sales manager, and Roy H. Faulkner, Auburn sales director.



## TRADE INTEREST HINTS GOOD YEAR

### Accessory Exhibitors Cheered by Show Results

(Continued from Page 1)

a tour of the booths. The retailers and the distributors are making unusually large commitments for the first part of the year.

Nearly every manufacturer's booth reported an unusually active trade interest thus far at the show. Serious inquiries, prompted by business reasons, not by idle curiosity, have been pouring in on all sides. This means, if it means anything, that dealers are casting about for new lines to handle in anticipation of the heavy demand which they foresee.

Results to date have exceeded by a considerable margin those of the similar period last year at the Armory. One representative manufacturer asserts that he has done five times the business at the Palace that he did in 1925 up in the Bronx.

Credit for some part of the increase reported by many makers must be given to the more convenient location of this year's show, but a good part must also be accorded to the active buying sentiment which is being evidenced by visitors.

The confident outlook towards conditions in the immediate future is not confined to any one class of makers, but extends pretty generally throughout the whole group. Manufacturers of bumpers, chains, radiator shields, lamps, windshield wipers, car washing equipment, speedometers, jacks, garage tools, and various other items throughout the whole range of automotive

products, attest to the favorable signs on the 1926 horizon.

Specific expressions of opinion were sought from representative firms making many widely-differentiated products. Those given below exemplify the prevailing sentiment of manufacturers in these lines.

D. M. Hertsfield of the American Chain Company, makers of Weed chains, Weed bumpers, Weed Levelizers and other accessories, paints an optimistic picture of his firm's outlook for the coming year. He reports an extremely brisk show business, being particularly active on Tuesday, and sees in the response an indication of a surprising year in 1926. Orders from jobbers in many sections, he states, for their first quarterly requirements, have equalled the entire sales made by these distributors in 1925.

Another representative who is "bully" on 1926 prospects is P. Rudwick of Stewart-Warner, manufacturers of a large and varied line of accessories and car equipment. He looks for the new year to be at least as good as 1925 and states that he has heard much encouraging news out of the field. Show business with them has been lively with yesterday setting the highest mark so far.

Ernest Holmes Company, makers of garage jacks, presses, wrecking apparatus, and kindred products, is looking forward to a good year in the coming twelve-months, says G. Melvin Holmes. Reports from the field rather than the show response leads them to this conclusion.

Charles V. Socco, in the booth of the Hardie Manufacturing Company, builders

of power car-washing outfits, states that dealers have shown considerable interest in the display and that from the many inquiries received he looks for some profitable orders. On the whole, he thinks the prospects are bright in his line.

Show business is reported by Otto J. Bauer of the Metal Stamping Company, makers of radiator shutters, bumpers and other accessories, as being five times as good as last year. Whether this activity portends a banner year throughout 1926 he is not prepared to state, but thinks we are in a good period right now which may continue indefinitely.

C. J. Clegg of the L. P. Halladay Company, manufacturers of Bifflex and Halladay bumpers, has received many encouraging reports from his jobbers. Business recorded for the first part of the year is ahead of the 1925 mark, he says. Inquiries at the booth have been plentiful.

Another manufacturer of garage equipment, the Friend Manufacturing Company, which is featuring the Sprayway autowasher, reports through John C. Hull, sales manager, a lively interest among visitors in their new product. This outfit has a pumping unit driven by either electric motor or auto-marine gasoline engine which supplies a pressure of approximately 300 pounds. It is said to have many unusual features which make for efficient and rapid car washing. Mr. Hull looks for good business with this product in 1926.

**MATT BEGLAN**  
Boise, Ida., Jan. 13.—Matt Beglan, one of the founders of the Wheeler-Beglan Company, is dead. He came to Boise in 1907.

## FABRIC BODIES AUBURN TOPIC

### Officials and Dealers Discuss Policies At Luncheon

New York, Jan. 13.—Fabric bodies featured a discussion of Auburn Automobile Company policies at a luncheon held for dealers and officials of the company at the Hotel Commodore today. W. W. Gedges, secretary of the company, and K. L. Childs, president of the Fabric Body Corporation of Detroit, told the story of the wood-framed fabric body as already used on several Auburn models, and enumerated the manufacturing and driving advantages.

Eoy H. Falkner, Auburn director of sales, outlined the company's plans for increased selling activities during the coming season, and acted as toastmaster. He introduced E. L. Cord, vice-president and general manager, who recounted the details of the program of expansion being pursued throughout the Auburn organization.

J. I. Farley, president of the concern, told of his seventeen years with Auburn, and briefly outlined the changes which had taken place in the Auburn company and throughout the industry as a whole during the time. P. P. Willis, vice-president of the United States Advertising Corporation of Toledo, and A. S. Putney, district manager of the Curtis Publishing Company, described the interrelations of the automotive and advertising businesses.

Problems of finance in automotive companies were treated by J. L. Nau, vice-president of the Manufacturers' Finance Company. W. H. Beal, sales manager for the Locomobile Manufacturing Company, presented an optimistic outlook for trade in general during 1926, and N. E. McDarby, Auburn assistant sales manager, detailed plans for increased selling activity.

for Economical Transportation

**CHEVROLET**

A type of performance never before approached in any low cost car—new elements of smoothness, flexibility and acceleration at new low prices that make this the greatest motor car value in motor car history—that's what you get in the improved Chevrolet.

Touring	\$510	Sedan	\$735
Roadster	\$510	Landau	\$765
Coupe	\$645	1/2 Ton Truck (Chassis Only)	\$395
Coach	\$645	1 Ton Truck (Chassis Only)	\$550

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

## Used Car Marts Choked With Repossessed Autos

TOPEKA, KAN., Jan. 13.—Repossessed cars are being dumped on the market in such numbers that the used car dealers cannot absorb all of them and a brisk bargain sale trade has sprung up as a result of sales organized by the finance companies which are anxious to get out of the property only what they have in it.

Low prices—much lower than ever before—are the rule, and this dumping of repossessions is only a part of the reason, the dealers declare. The big price reductions by Dodge and Chevrolet are having their effect on the used cars, many prospects preferring new cars instead of the old.

"I believe the price reductions on the new models are making fewer buyers of the used models of the makes reduced," said Larry Huey of the Huey Motor Company.

"I am having much difficulty in disposing of Chevrolets and Dodges."

"This is a poor time of the year for used cars," said W. L. Porter of the Porter-Jaesko Motor Company, used car dealers. "Heavy snows and other bad weather conditions have delayed the marketing of the corn crop and this has delayed the annual car buying by the farmers."

"A steady volume in used Fords and that's all," was the report of George Baddere, Ford dealer. "We are piling up a surplus of used cars, but are not worrying over it as we know that in thirty to sixty days there'll be a demand and everything will adjust itself."

### Used Car Market Steady in Danbury

Danbury, Jan. 13.—John H. Devine, manager of the Danbury Used Car Exchange, which handles more than 80 per cent. of the used cars sold in this city, said today that the local used car market has been well sustained thus far this winter, sales up to the present time having exceeded those of any previous winter. Prices have remained firm and present indications are for a strong demand for used vehicles as spring approaches, many inquiries being received for cars for later delivery.

Many cars are being sold upon time payments, being delivered upon conditional bills of sale, which are filed for public record, the car remaining the property of the Exchange until fully paid for.

In several instances purchasers not desiring to take delivery of their cars until spring have selected their vehicles and made initial payments at specified times. This plan has been found to operate most satisfactorily as an aid in maintaining the activity of winter business.

### Waco Sales Slump During Cold Spell

Waco, Tex., Jan. 13.—Cold weather, substituting for balmy, spring-like weather, caused the pendulum of sales favor in used cars to swing from the open to the closed type during the week ended January 8. Sales were below their 1925 level.

The decrease in sales was thought due to two things—one the short cotton crop, as a result of which all lines of business here are suffering; and the other, the fact that dealers have been wary in taking in stock, and therefore do not have as large a stock as last year.

Used cars are moving as fast as at the same time last year, according to the Cruzer Company, Ford dealer, and the Packard-Scruggs Company reported little difficulty in getting rid of its used cars.

E. L. Torrance, used car dealer, reported Fords in greatest demand and sales a bit slow. W. W. Taylor, another used car dealer, reported closed cars in the greatest demand.

The outlook for February and March is uncertain. Easter and the months following are expected to bring good business.

### HILL NEW MANAGER

Anderson, Ind., Jan. 13.—The International Rubber Company of America here announces the appointment of Ernest N. Hill as general manager, effective January 6.

Los Angeles, Cal., Jan. 13.—C. R. Beeler has been appointed sales manager of Mutual-Motors, Inc., Roamer, Paige and Jewett dealer, according to Fred C. Wood, general manager. Mr. Beeler has been with the concern less than a year.

### Distributor Doings

#### BRISLEY ELECTED

Columbus, O., Jan. 13 (U. T. P. S.)—E. C. Brisley, who has been vice-president of the Packard Columbus Company for several years, has been elected president to fill the vacancy caused by the death of R. H. Mitchell. The company distributes Packards in central Ohio.

#### FORD DEALERS MEET

Peoria, Ill., Jan. 13.—O. L. Arnold of Chicago presided at an all-day meeting of Ford dealers within a radius of 150 miles of here last week. More than 175 agents were registered and several gave talks on their sales experiences. A dinner at the Jefferson Hotel was a feature of the meeting and gave opportunity for continuation of the theme of the day's meetings.

#### OVERLAND MEETING

Little Falls, N. Y., Jan. 13.—The dealers and distributors in Willys, Knight and Overland automobiles in Herkimer and Montgomery counties were guests at a banquet given by the members of the sales force of the Bronner garage of this city at the Bluebird Restaurant in Poland Thursday night. The guests enjoyed a splendid chicken dinner, and the party was enlivened by music and songs. Nellis B. Bronner of Little Falls, vice-president of the New York State Automobile Association, addressed the meeting. Fred Austin, factory representative of the Willys-Overland Buffalo branch, thanked the dealers for the great co-operation given himself and his company during 1925.

#### ADDRESSES DISTRIBUTORS

Decatur, Ill., Jan. 13.—H. D. Bullock, representative of National Automobile Dealers Association, addressed a meeting of the central Illinois distributors in this city. He spoke upon the subject of merchandising and the motor car industry in general, with the possibilities that 1926 has to offer.

#### HUDSON OPENING

Evansville, Ind., Jan. 13.—Carl Maxwell, president, and other representatives of the Wabash Valley Motor Company, Hudson and Essex distributor, were present recently in Olney, Ill., to attend the formal opening of the new Olney Hudson-Essex Company's new sales and service building. The Olney Hudson-Essex Company, C. A. Jennings president, is the latest addition to the retail dealer branches supplied through Wabash Valley in southern Indiana and Illinois and western Kentucky.

#### TO HANDLE OLDSMOBILE

East Grand Forks, Minn., Jan. 13.—The Kelly Company has been appointed distributor for the Oldsmobile cars in northeastern North Dakota and northwestern Minnesota. Henry White, who has been for the last seven years with the Goodyear Tire and Rubber Company, is now a member of the Kelly Company and will be in charge of the motor department.

#### SERVICE OFFER

Minneapolis, Jan. 13.—The Chevrolet Motor Company of Minneapolis, distributor, has started the new year by urging Chevrolet dealers in Zone 4 to press a thirty-day service sale which will include service on twelve operations for \$14.75.

### WHITE CO. ANNOUNCES NEW MODEL DUMP TRUCK

Cleveland, Jan. 13.—The White Company has announced its new heavy duty model 52D dump truck, designed to meet changing conditions in the industry, and anticipating the highly developed demands of dump truck construction. Officials declared the truck the "last word in dump truck construction."

### VELIE PLANNING OUTPUT JUMP

#### Increase of 25% Discussed at Luncheon Yesterday

New York, Jan. 13.—Velie's definite plans for a 25 per cent. increase in production during the current year were discussed in every phase at a luncheon held for the company's executives and dealers at the Hotel Commodore today. Preparations now under way for the distribution of new Velie models were outlined by Charles Haddon, general manager of the company, who told of the expected increase in business to follow the adoption by Velie of a new motor and French line bodies.

C. R. Taylor, advertising manager whose resignation was announced in a previous issue of the Automotive Daily News, reviewed his association with the company and counseled an adherence to the principles which he declared had brought about Velie's success. He cited the claim that 70 per cent. of the persons who have bought Velies during the eighteen years of the company's business still drive the same make of car.

Taylor will be succeeded by W. G. Downie.

Edward R. McEwan, general manager at the Velie plant, told the guests of the expansion program to be executed in all departments of the company.

L. T. Goble, of Critchfield & Co., Velie advertising counsel, told of detailed plans for the advertising campaign to keep pace with the Velie program.

### South America Is Rubber Hope

Richmond, Va., Jan. 13 (U. T. P. S.)—Commenting on the discussion now going on in Congress over the prices exacted by the combinations controlling the rubber supply in the East Indies, Dr. William Gates of Albemarle county, Virginia, head of the department of the Middle American Research at Tulane University, said at Charlottesville yesterday that a solution of the whole problem would be the development of rubber growing on a large scale in Central and South America.

Such a movement, in his opinion, would be of great value to the people of the United States and also in promoting that prosperity among those Central American countries which is the best assurance for close and friendly relations between them and ourselves.

The soil, the climate and the conditions in those countries are excellent in every way for rubber production, he said. "We need this production close at hand that we may not be dependent upon the practical monopoly now enjoyed by

the East Indian rubber plantations. The one great obstacle to the desired end, however, lies in the fact that the East Indian planters can rely upon stable labor and wage conditions.

"Up to the present this advantage on their part has outweighed all the advantages enjoyed by the Caribbean countries in their easy access to the United States market."

### FORMER WESTCOTT HEAD DIES AT OHIO HOME

Springfield, O., Jan. 13 (U. T. P. S.)—Burton J. Westcott, aged 57, former president of the Westcott Motor Company, and also mayor and a member of Springfield's first city commission, died at his home in Springfield January 10 after a long illness. The Westcott Motor Company, was the outgrowth of the old Westcott Carriage Works at Richmond, Ind., which had been in the Westcott family for years. Mr. Westcott came to Springfield when the Hoosier Drill Company, of Richmond, in which he was interested, was absorbed by the American Seeding Machine Company.

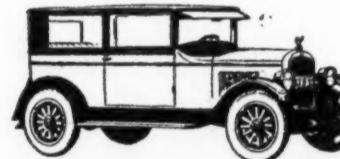
Indianapolis, Ind., Jan. 13.—A. S. Burdick has opened the Service Tire Company, on North Illinois Street.

### STUTZ-CHRYSLER USE Myers AMAZING OILING System OF AUTOMATIC CHASSIS LUBRICATION Chassis Lubricating Co.

Rafway-N.J.

Show Headquarters Hotel Belmont

## Smashes Detroit-Chicago Record!



The New-Day JEWETT SIX

### with SALISBURY AXLES

Dashing through early morning darkness . . . speeding over an ice glare that ditched less tractable cars . . . on December 19th a New Day Jewett traveled the 239 miles from Detroit to Chicago in the amazing time of 6 hours and 5 minutes. Half an hour faster than the crack Wolverine train! A new road record!

Salisbury axles, front and rear, are credited with contributing to the remarkable easy handling and well-sustained performance of this car. All Jewett Sixes have Salisbury axles. That's something to remember as you watch this car write new pages into the history of the industry.

### Salisbury Axle Company JAMESTOWN, N. Y.



ASSOCIATED WITH



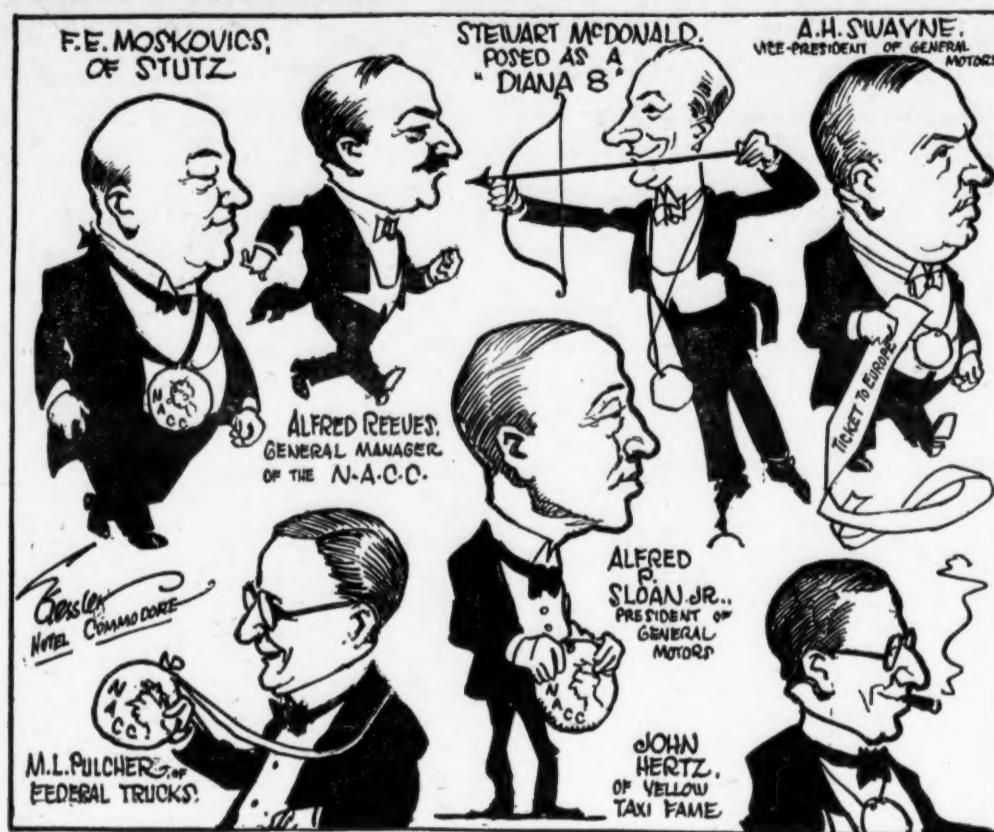
Spicer Manufacturing Company South Plainfield, N. J.



Parish Manufacturing Corporation Reading, Penna.

## AT THE N. A. C. C. DINNER

By KESSLER



## Advertising Expenditures Hover About 1 Per Cent

Cedar Rapids, Ia., Jan. 13.—As sales volume increases, advertising expenditure averages decrease. This is plainly shown by the 1925 figures released by the MaKibben Motor Company, Dodge dealers, and the Rude Auto Company, Ford dealers, today.

E. L. MaKibben of the MaKibben Motor Company made a direct expenditure that approximated one and one-half percent. of his gross business during 1925. Of this amount 50 per cent. was used in the newspapers, 30 per cent. for direct mail and sales literature, and 20 per cent. for other merchandising work, which includes his use of bill boards.

Perry Rude of the Rude Auto Company, on the other hand, used nine-tenths of one per cent. of his gross income for advertising. Of this he, also, used 50 per cent. of the total for newspaper advertising with 25 per cent. going to all forms of direct mail publicity, 10 per cent. to other merchandising promotion work and 15 per cent. as his assessment for magazine advertising.

These averages will be maintained by both firms next year.

## 1 Per Cent. Average In Davenport, Ia.

Davenport, Ia., Jan. 13.—Actual advertising expenditures range around 1 per cent. of the

gross revenue, with local newspaper space commanding the bulk of the appropriation, although dealer surveys and attitude swing sharply to direct-by-mail campaigns.

"We plan to have our name and our car 'in the paper' four times a week," explained Tom Coughlin of the Coughlin Sales Company, Hudson and Essex dealer, "whether we have anything special to say or not. This is exclusive of a dealer tie-up with the factory advertising. In fact, we have discouraged this system as much as possible.

"Our company feels that the manufacturer is conducting a national campaign, and through that system establishing his product. Our field is limited to our own community, and following in the wake of magazine space may not always be the most effective way to realize on our possibilities."

The Coughlin Company doesn't follow a studied follow-up-direct-by-mail campaign, although it avails itself often of mailing lists and factory folders.

The Carlton Motor Company, Paige and Jewett dealer, inclines toward factory direct-sales systems tying up the dealer's name. Its local advertising appropriation, however, runs nearly 1 per cent. of its gross. This includes the factory charge against it on basis of cars handled through the branch. Laurence Carlton of the company, however, advocates extension

## TWO BLAZES SAME DAY

Lyons, Ia., Jan. 13.—Two big garages at opposite ends of East Main Street were destroyed by fire the same day, with loss of nearly \$20,000. The McEleney Auto Company, with a huge stock of accessories and parts and several cars, was destroyed with a loss exceeding \$15,000. The Heldt & Timmerman garage burned a few hours earlier, destroying the heating plant and machine shop of the building and damaging the cars stored there to some extent. The loss will not exceed \$5,000.

of the direct-mail system as a selling force. Recently a series of six letters sent out from the company's office from lists provided by the local agent brought a direct response as high as 25 per cent. and established prospect contact that was gratifying in a high degree. Further use of this method is advocated by the dealer as the most effective and direct means of moving cars.

## AUTOMOBILE TRUNKS

Distributors and Dealers look over our new line at Booth D-27 at Automobile Show.

Dansville Trunk Corporation  
Dansville, N. Y.

More than 2,750,000 Red Seal Motors have been produced in the two great plants of the—

*Continental Motors Corporation*

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

Hartford Business  
Please Distributors

Hartford, Jan. 13.—The close of the calendar year of 1925 marked a healthy increase in sales volume for most of the local dealers. Inquiry among the prominent distributors finds them in a pleased state of mind as the new year progresses.

Daniel A. Harrington, head of the Harrington Hudson Company, Hudson and Essex distributor, stressed the fact that never before at the beginning of winter has the firm been as well situated as now. The prospects for 1926 business were never better, he declares.

The L. & H. Motor Company, with Hupmobile six and eight, has had a most satisfactory year, according to Major Thomas W. Campbell, president and general manager.

Aaron G. Cohen, Inc., made a record-breaking drive with Oldsmobile, though the line was taken on late in the season.

Robert F. Perrin, general manager of the Capitol Buick Company, reports a very satisfactory year, showing a healthy increase over 1924.

Studebaker has been going strong throughout the season and the Colonial Auto Company, though working in a small territory as compared with competing dealers, has shown a decided gain this season.

Cadillac has been a steady seller and the demand this season has been heavier than ever.

The Hartford Motor Car Company, Dodge distributor, reports a year of increased business.

Oakland has more than come into its own this last year, according to A. C. Hine, head of the A. C. Hine Company, state distributor. The new six which came through late in the summer has added much to the increased volume reported this year.

Overland and Willys-Knight have come through strong this year. Hotchkiss, Hinsdale & Welsh, Inc., on the Connecticut Boulevard and Knight Motors, Inc., at 80 Washington Street in the city, both report a big increase this season.

Reo made a big gain this year. Earl

M. Taber, vice-president and general manager of Russell P. Taber, Inc., state distributor, reports that the city territory controlled from the home office and the associate dealer territory throughout the state have come through handsomely this season. This firm took over Hampden county in Massachusetts during the summer, opening a sales and service establishment in Springfield under the management of H. W. Hedges, former wholesale manager.

## BALLOON TIRES SHIMMY

when out of line. Specifications for pitch and toe-in are being altered by many of the manufacturers. Our new chart right up to date showing both high pressure and balloon tire specifications is now ready. This chart is interesting and valuable and is furnished free with every Bear Automatic Wheel Aligner. No aligning tool would be worth a nickel without this chart. It may be obtained by writing, The Bear Manufacturing Company, Rock Island, Illinois.

ROSS  
CAM and LEVER

## STEERING GEARS

are standard equipment on more makes of cars, buses and trucks than any other gear . . . and every month brings new customers. The world demands easier steering and less road shock.

Ross supplies it.

Ross Gear & Tool Co., Lafayette, Ind.

[ Grand Central Palace: Space C-41 ]

## IMPROVED PARTS INDUSTRY'S AIM

### Knudsen Sees Extended Research Work in Next Decade

New York, Jan. 13.—As the production of motor cars reaches and surpasses the tremendous demand the automotive industry will turn its efforts to the perfection of many details heretofore virtually neglected, according to W. S. Knudsen, president and general manager

W. S. Knudsen of the Chevrolet Motor Company, who predicts constant refinement of production during the next few years. It is the Chevrolet executive's opinion that the manufacturing of cars has been the chief concern of the trade thus far but that research is becoming more and more important each year.

"During the next decade," Mr. Knudsen said, "the art of making new and better parts must take precedence over the multiplication of plants and facilities and production opportunities must be made secondary to the refinement of the motor car.

"With the initial demand fairly well taken care of, we can in the immediate future see research coming into its own and we can expect improvements in performance which the discriminating motor car buyer will be quick to understand and use to advantage," he continued.

"Appearance will in time change with styles, just like other necessities in the market, but performance, which must be felt rather than seen, will ever be the first requisite for commercial success in the motor car business. The market today has reached a stage where the new model announced by a motor car manufacturer is carefully looked over by the public, its advertised advantages inspected, and the final result of impression or conviction plus price decides its popularity.

"Another big factor in motor car sales today is the used car, its condition and its resale value. Naturally an owner buying a new car will consider the resale value of his old car, and having had satisfactory service out of it will lean in his new purchase toward the dealer who can convince him of its true worth after being conditioned.

"The used car situation will not be clarified until the man who buys one is taken care of to the extent of his ability to pay, that is until he is given a satisfactory number of miles of transportation for his money. And the first requisite for this is that he deals with a responsible firm interested in keeping its product running its full life, and seeing to it that it is sold, even as a used car, in a condition which will insure this service," Mr. Knudsen asserted.

### LITTLE ROCK DEALERS ENJOY GOOD BUSINESS

Little Rock, Ark., Jan. 13.—Holiday buying of new cars extended through the first ten days of the new year, with the result that January will likely show sales almost equal to those of December.

Practically all dealers have enjoyed the same good business during the first week in January, and some are making deliveries of cars sold before Christmas.

### BEACH AIR BRUSH IN ITS NEW PLANT

Newark, N. J., Jan. 13.—The Willard C. Beach Air Brush Company has moved to its new plant, Second and Warren Streets. The company builds pneumatic painting equipment, paint finishing room installations, maintenance painting outfit, etc.

# Revised List of 1926 Prices

Factory Prices of the New Passenger Cars, Corrected From Monday's Issue to Include Changes That Have Since Been Announced—Body Models and Seating Capacity of All Open and Closed Cars

Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price
Ajax	Touring-5	865	Davis, 92	Berline Sedan-5	2295	Jordan, A	Touring-5	2275
Ajax	Sedan-5	995	Davis, 93	Coupe	1285	Jordan, A	Brougham-5	2575
Auburn, 4-44	Roadster-2/4	1145	Davis, 93	Sedan-5	1285	Jordan, A	Sedan-7	2975
Auburn, 4-44	Touring-5	1145	Diana, 8	Roadster-5	1695	Kissel, 6-55	Phaeton-5	1585
Auburn, 4-44	Coupe-2/3	1175	Diana, 8	Touring-5	1695	Kissel, 6-55	Touring-7	1685
Auburn, 4-44	Sedan-5	1195	Diana, 8	2-Door Sedan-5	1795	Kissel, 6-55	Tourster-4	1795
Auburn, 6-66	Roadster-5	1395	Diana, 8	Cabriolet Road-5	1995	Kissel, 6-55	Speedster-2	1795
Auburn, 6-66	Touring-5	1395	Diana, 8	Cabriolet deL Sed-5	1995	Kissel, 6-55	Speedster-4	1895
Auburn, 6-66	Coupe	1445	Dodge Brothers	Touring-5	795	Kissel, 6-55	2-Door Br'gham-5	1695
Auburn, 6-66	Brougham-5	1495	Dodge Brothers	Roadster-2	795	Kissel, 6-55	Brougham Sedan-5	1995
Auburn, 6-66	Sedan-5	1695	Dodge Brothers	Spl Touring-5	845	Kissel, 6-55	Coupe-4	2085
Auburn, 6-66	Wanderer Sedan-5	1745	Dodge Brothers	Spl Roadster-2	845	Kissel, 6-55	Enc Speedster-2	2085
Auburn, 8-88	Roadster-5	1695	Dodge Brothers	B Coupe-2	845	Kissel, 6-55	Enc Speedster-4	2185
Auburn, 8-88	Touring-5	1695	Dodge Brothers	B Sedan-5	895	Kissel, 6-55	Victoria-5	2185
Auburn, 8-88	Coupe	1745	Dodge Brothers	B Spl Coupe-2	895	Kissel, 6-55 deLuxe	Phaeton-5	1785
Auburn, 8-88	Brougham-5	1795	Dodge Brothers	Coach-5	895	Kissel, 6-55 deLuxe	Touring-7	1885
Auburn, 8-88	Sedan-5	1995	Dodge Brothers	B Spl Sedan-5	945	Kissel, 6-55 deLuxe	Tourster-4	1985
Auburn, 8-88	Wanderer Sedan-5	2045	Dodge Brothers	Spl Coach-5	945	Kissel, 6-55 deLuxe	Speedster-2	2085
Auburn, 8-88	Sedan-7	2095	Dodge Brothers	A Sedan-5	1075	Kissel, 6-55 deLuxe	Speedster-4	2185
Buick Stand, 6-24	Roadster-2	1125	Duesenberg	Phaeton-5	6650	Kissel, 6-55 deLuxe	Brougham Sedan-5	2485
Buick Stand, 6-15	Touring-5	1150	Duesenberg	Roadster-2	6850	Kissel, 6-55 deLuxe	Coupe-4	2485
Buick Stand, 6-20	2-Door Sedan-5	1195	Duesenberg	Sport-4	6850	Kissel, 6-55 deLuxe	Victoria-5	2485
Buick Stand, 6-26	Coupe-2	1195	Duesenberg	Roadster-2	7050	Kissel, 6-55 deLuxe	Enc Speedster-2	2585
Buick Stand, 6-28	Coupe-4	1275	Duesenberg	Sedan-5	7700	Kissel, 6-55 deLuxe	Enc Speedster-4	2685
Buick Stand, 6-27	4-Door Sedan-5	1295	Duesenberg	Sedan-7	8300	Kissel, 6-55 deLuxe	Sedan-7	3085
Buick Master, 6-44	Roadster-2	1250	duPont, D	Roadster-2	2600	Kissel, 6-75	Phaeton-5	1985
Buick Master, 6-45	Touring-5	1295	duPont, D	Touring-5	2600	Kissel, 6-75	Touring-7	2085
Buick Master, 6-54	Sport Roadster-2	1495	duPont, D	Sedan-5	3400	Kissel, 6-75	Tourster-4	2195
Buick Master, 6-55	Sport Touring-4	1525	Eicar, 4-55	Phaeton-5	1095	Kissel, 6-75	Speedster-2	2195
Buick Master, 6-40	2-Door Sedan-5	1395	Eicar, 4-55	Roadster-4	1295	Kissel, 6-75	Speedster-4	2295
Buick Master, 6-47	Sedan-5	1495	Eicar, 4-55	Coach-5	1195	Kissel, 6-75	2-Door Brougham-5	2095
Buick Master, 6-54C	C'try Clb Spl C'pe-3	1765	Eicar, 4-55	Coupe-3	1295	Kissel, 6-75	Brougham Sedan-5	2395
Buick Master, 6-48	Coupe-4	1795	Eicar, 4-55	Coupe-3	1395	Kissel, 6-75	Coupe-4	2485
Buick Master, 6-51	Broug'm Tour Sed-5	1925	Eicar, 8-81	Phaeton-7	2265	Kissel, 6-75	Enc Speedster-2	2485
Buick Master, 6-50	Sedan-7	1995	Eicar, 8-81	Roadster-4	2315	Kissel, 8-75	Enc Speedster-4	2585
Cadillac	Roadster-2	3250	Eicar, 8-81	Sedan-5	2265	Kissel, 8-75	Victoria-5	2585
Cadillac	Phaeton-5	3250	Eicar, 8-81	Coupe-3	2315	Kissel, 8-75 deLuxe	Phaeton-5	2185
Cadillac	Touring-7	3250	Eicar, 8-81	Coupe-3	2315	Kissel, 8-75 deLuxe	Touring-7	2285
Cadillac	Brougham-5	2995	Eicar, 8-81	Sedan-7	2765	Kissel, 8-75 deLuxe	Tourster-4	2385
Cadillac	Coupe-2	3045	Essex, 6	Phaeton-5	765	Kissel, 8-75 deLuxe	Speedster-2	2485
Cadillac	Victoria-4	3095	Essex, 6	Coach-5	765	Kissel, 8-75 deLuxe	Speedster-4	2585
Cadillac	Sedan-5	3195	Flint Junior	deL Coach	1185	Kissel, 8-75 deLuxe	Sedan-7	3485
Cadillac	Sedan-7	3295	Flint Junior	Coupe-Road	1495	Kissel, 8-75 deLuxe	Berline Sedan-7	3585
Cadillac	Imperial-7	3435	Flint, B-60	Touring-5	1285	Lexington, 6-50	Roadster-4	1745
Cadillac, Custom	Coupe-5	4000	Flint, B-60	Roadster-2	1395	Lexington, 6-50	Phaeton-5	1795
Cadillac, Custom	Sedan-5	4150	Flint, B-60	Coupe-2	1495	Lexington, 6-50	Sedan-5	2185
Cadillac, Custom	Suburban-7	4285	Flint, B-60	Tudor-5	580	Lexington, 6-50	Landau Sedan-5	2285
Cadillac, Custom	Imperial-7	4485	Flint, B-60	Fordor-5	660	Lexington, 6-50	Landaulet-4	2445
Case, JIC	Touring-5	1885	Franklin, II	Touring-5	1595	Lincoln	Phaeton-4	4000
Case, JIC	Special Touring-5	2160	Franklin, II	Runabout-3	2750	Lincoln	Roadster-4	4000
Case, JIC	4-Door Brougham-5	2590	Franklin, II	Coupe-3	2700	Lincoln	Touring-7	4000
Case, JIC	Sedan-5	2590	Franklin, II	Rumble Seat Cpe-5	2825	Lincoln	Club Roadster-2	4500
Case, Y	Touring-7	2225	Franklin, II	Sedan-5	3090	Lincoln	Sport Touring-7	4500
Case, Y	Sedan-7	2975	Franklin, II	Sport Sedan-5	3225	Lincoln	Sport Phaeton-4	4900
Chandler	Touring-5	1545	Franklin, II	E D Limousine-7	3275	Lincoln	Coupe-4	4600
Chandler	Touring-7	1645	Franklin, II	Cabriolet-7	..	Lincoln	Sedan-4	4880
Chandler	Roadster-4	1695	Gardner, 6-A	Touring-5	1395	Lincoln	Sedan-5	4900
Chandler	Metropolitan-5	1590	Gardner, 6-A	Roadster-4	1595	Lincoln	Coupe-2	5100
Chandler	20th Century-5	1590	Gardner, 6-A	4-Door Brougham-5	1595	Lincoln	Sedan-7	5100
Chandler	Brougham-5	1695	Gardner, 6-A	Sedan-5	1595	Lincoln	Limousine-7	5300
Chandler	Sedan-7	1995	Gardner, 6-A	deL Sedan-5	1795	Lincoln	Berline-4	5600
Chevrolet	Touring-5	510	Gardner, 6-A	deL Sedan-5	1795	Lincoln	Limousine-7	6000
Chevrolet	Roadster	510	Gardner, 6-A	Cabriolet-2	1845	Lincoln	Brougham-7	6400
Chevrolet	Coupe-2	645	Gardner, 8-A	Roadster-4	1995	Locomobile, Jr. 8	Touring-4	1785
Chevrolet	Coach-5	645	Gardner, 8-A	Touring-5	1995	Locomobile, Jr. 8	Roadster-4	2150
Chevrolet	4-Door Sedan-5	735	Gardner, 8-A	Coupe-2	520	Locomobile, Jr. 8	Coupe	2265
Chevrolet	Landau	765	Gardner, 8-A	Tudor-5	580	Locomobile, Jr. 8	Brougham-5	2285
Chrysler, 4-58	Touring-5	845	Gardner, 8-A	Fordor-5	660	Locomobile, Jr. 8	Sedan-5	2285
Chrysler, 4-58	Spl Roadster-3	890	Franklin, II	Touring-5	2635	Locomobile, 90	Touring-4	5500
Chrysler, 4-58	Coupe-3	895	Franklin, II	Runabout-3	2750	Locomobile, 90	Roadster-4	5900
Chrysler, 4-58	Coach-5	935	Franklin, II	Coupe-3	2700	Locomobile, 90	Coupe-4	6550
Chrysler, 4-58	Sedan-5	995	Franklin, II	Rumble Seat Cpe-5	2825	Locomobile, 90	Sedan-5	7300
Chrysler, 6-70	Phaeton-5	1395	Franklin, II	Sedan-5	3090	Locomobile, 90	Sedan-5	7450
Chrysler, 6-70	Roadster-2/4	1625	Franklin, II	Sport Sedan-5	3225	Locomobile, 90	Brougham-5	7500
Chrysler, 6-70	Coach-5	1445	Franklin, II	E D Limousine-7	3275	Locomobile, 90	E D Limousine-7	7500
Chrysler, 6-70	Sedan-5	1695	Franklin, II	Cabriolet-7	..	Locomobile, 90	Non Coll Cabriolet-7	7500
Chrysler, 6-70	Coupe-2/4	1795	Gardner, 6-A	Touring-5	1395			

## Indications Point to Banner Accessory Year

CHARLOTTE, N. C., Jan. 13.—Sales of bins and shelving now being made by traveling representatives of jobbers of accessories and equipments here indicate that the automotive trade is preparing to do more business in 1926 than was done in the year just ended, according to Joe G. Fitz-Simons, president of Carolinas Auto Supply House.

The accessories jobbers of this city and section failed to show much or any increase in 1925 over the total of business done in 1924, according to reports here. Mr. Fitz-Simons said much of the business these establishments had expected failed to materialize in August and September, because of suspended or low production by the Ford Motor Company's branch plant here. Other conditions, including long-continued partial suspension of hundreds of cotton mills in the Carolinas, also materially reduced sales of accessories and equipment items.

The past year, as a whole, was satisfactory, according to Glasgow-Stewart Company.

Both of these large supply houses reported a substantial upturn in business conditions since the holidays.

The most satisfactory business now being done is in shop equipments, spark plugs, chains, bins and shelving, lamp bulbs and radio instruments and replacement parts, these wholesalers indicated.

Reports on retail sales were somewhat mixed. Pyramid Motor Company, Chevrolet dealer, reported a slump in all lines, in keeping with a corresponding drop in new car sales, while Etheredge Motor Sales Company, Ford dealer, reported a brisk demand for a wide range of accessories.

### Successful Season Reported in Rochester

Rochester, Jan. 13 (U. T. P. S.)—The past month has been one of the most successful experienced by accessory men in several years. Spurred by the Christmas buying spirit accessories sales went well above last year's record. Christmas has always had a beneficial influence on accessory sales and this year was no exception.

General business conditions here are excellent, and accessory dealers look forward to generous sales volumes during the coming months. Sales of new and used cars during the Christmas holidays exceeded the previous year's record by considerable margin, and accessory dealers regard this as an omen of prosperity for them.

Seasonal articles are now selling best, including chains, heaters, cigar lighters, windshield wipers, robes, robe racks, various anti-freeze solutions, motor meters and pilot lights.

Accessory stocks are normal. Most dealers here are featuring winter accessories in their advertising and window displays.

### Sees Brightest Period Now Ahead

Fort Wayne, Ind., Jan. 13 (U. T. P. S.)—“The automobile accessory business is unquestionably entering at the present time its most prosperous period in the history of the automotive industry,” C. R. Durbin, vice-president and advertising manager of the Main Auto Supply company, one of the leading retail and wholesale supply houses of northern Indiana, declared today.

“Accessory business here in Fort Wayne was never better and the sales curve is straightening out, with no winter slump as we usually experienced in former years. Automobile owners have learned that cars can be driven in the winter with comfort, provided proper accessories are installed, and this practice, now becoming common, has reduced the slump.

“Car production insures the accessory field dealers of continued

### Dobbin and His Shay Fast Disappearing

Chicago, Jan. 13.—Dobbin continued to grow less popular here last year, according to figures made public by the city collector. One-horse vehicles were fewer by more than 2,000 in the city in 1925 than in 1924. The figures show a drop from 15,747 to 13,692.

A corresponding drop was indicated in the number of all horse-drawn vehicles. In 1924 the city had one rig drawn by a four-horse team. It disappeared in 1925.

prosperity. There can be no let-down in accessory business for several years to come, due to the increasing production of old makes and the introduction of new cars. New cars require accessories necessary for the comfort of owners, and old cars, of course, need service parts to replace those worn out.

“During the last four years the production of automobiles has exceeded the total number of cars produced in the preceding ten years. These cars are just now coming into our field for service. Business outlook in our field is exceptionally bright.”

Numerous Fort Wayne companies are just now coming out of the throes of inventory, and stocks are low in many stores. Business has been good during the last week. Accessories in demand most were alcohol, chains, winter fronts, side curtains, bumpers for new cars and bearings.

### Outlook Bright In Wisconsin

Kenosha, Wis., Jan. 13.—The outlook for accessory makers in Wisconsin this year is given enthusiastic encouragement in a survey made of the leading parts makers here. Practically every plant sees an increase in business during 1926, and nearly every one is making plans for increased production schedules.

Greater demand is seen for parts in the reports from medium priced car and truck makers, who are the best customers for accessories. It is this class of car and truck that is looking forward to the biggest year.

The outstanding reason for the successful prospects is given in the fact that automotive industries are planning unusually steady production schedules, making the industry less and less a seasonal business. This uniformity in production is due not only to the increased use of the closed car but to the fact that people buy automobiles when they need them, regardless of the season of the year.

In Wisconsin competition among parts and accessories makers is always very keen. Makers of bumpers, motormeters and other additional extra equipment are busy. The spring prospects for makers of replacement parts and equipment, such as wrenches, jacks, fenders, radiators, drums, etc., are reported excellent.

**MANAGER VISITS FACTORY**  
Los Angeles, Cal., Jan. 13.—H. A. Young, general manager of the three Corduroy tire stores in this city, has returned from a three weeks' visit to the Corduroy tire factory, at Grand Rapids, Mich., and other tire-manufacturing centers.

## NEW VAN WHEEL BRANCH FORMED

Oneida, N. Y., Jan. 13.—Van Wheel Corporation has just closed a contract with the Erie Malleable Iron Company of Erie, Pa., under the terms of which the Van Metal Wheel division has been formed at Erie for the manufacture of Van wheels on a royalty basis. This division will operate only on large production orders and on the new types of dual pneumatic tire wheels.

Sales will be in charge of L. L. Kinstler, vice-president of the Van Wheel Corporation, operating through Oneida. Engineering will be in charge of J. W. Vanderveer, who will be located permanently at Erie, and management of the new division will be in charge of R. T. Wenstrom, who will also continue as general manager of the Oneida plant.

The Van Wheel Corporation's plant at Oneida will operate on the same scale as it has in the past, and has added considerable new equipment so as to take care of its increasing business.

### SYRACUSE DISTRIBUTORS AT NEW YORK SHOW

Syracuse, N. Y., Jan. 13.—Syracuse motor row is deserted during show week. The exodus began last Wednesday night when George A. Fonda, Packard distributor, left for the metropolis.

Hubert J. Wright, Oakland dealer, left Saturday to drive there. H. Munro Gers, Studebaker distributor; Fred J. O'Neill, Hupmobile distributor; Jerome B. Rutherford and C. C. Rossell of the Overland Knight Motors, Inc.; Jesse Silverman of the Syracuse Motor Car Company; Frank G. Revoir, Hudson-Essex distributor; Fred J. O'Connor and J. F. O'Connor, Jordan dealers, and C. H. Hayes, executive secretary of the Syracuse Automobile Dealers' Association, are among those spending the greater part of the week in the vicinity of Grand Central Palace.

### PLAN EXPANSION

Sioux City, Iowa, Jan. 13.—The Lier Manufacturing Company has launched a program of expansion which will necessitate purchase of new machinery for production of folding automobile trunks, officials of the company state. Capitalization of the company has been increased from \$25,000 to \$100,000, and C. H. Meyers, Huron, S. D., was elected president; A. L. Shidler, Sioux City, vice-president and general manager; O. P. Williams, Sioux City, secretary, and Mabel Watson, Chamberlain, S. D., treasurer.

### NEW BUILDING

Huntington, W. Va., Jan. 13.—The Auto Parts Company will begin work at once on a new building to cost approximately \$25,000 on a site recently purchased, according to L. Levy, president. The structure will be two stories in height.

### DEALER VISITS IN EAST

Oakland, Cal., Jan. 13.—A. E. Berg, California distributor for Waverly oil and East Bay distributor for Michelin and Federal tires, is on a business trip to the Waverly headquarters in Pittsburgh. Berg planned to stop over in New York during the Automobile Show before returning here.

### OLIVER TURN—BACK UP—STOP—PARKING LITES

Four Signals in One Unit  
Front and Rear Views  
Partly Automatic



DISTRIBUTORS WANTED  
AUT-O-LANTERN COMPANY  
505 Finance Building  
Philadelphia, Pa.

## BALLOON RETREAD MOLD IN USE AT VANCOUVER

Olympia, Wash., Jan. 12.—What is declared by G. R. Hudson, manager of the tire department of the Knowles & Clapp service station of Vancouver, Wash., to be the first balloon type retreading mold to be installed between Seattle and San Francisco, has just been placed in service by the Vancouver concern. The mold is especially designed to care for balloon tires, and is said to be capable of putting a perfect tread on used tires.

### TIRE DEALERS UNITE

Evansville, Ind., Jan. 13.—A. E. Rohde, formerly chief clerk at the local United States tire factory distribution branch, has joined with the Day-Schwartz Tire Company, United States tire dealer, as retail salesman for local territory.

### BOOST MULLINS OUTPUT

Salem, O., Jan. 13.—The Mullins Body Corporation announces increase in production with the new year and additional employees have been added in order to get out production.

## WEINER CONCERN MOVES

Springfield, Mass., Jan. 13.—The Weiner Tire Company has moved into new and larger quarters and is now at 153 Chestnut St., where it will continue its “pay-as-you-ride” plan and will feature a “drive-in” service.

### NEW APPOINTMENT

Rochester, N. Y., Jan. 13 (U. T. P. S.)—W. H. Rewerdink & Son, jobbers, have been appointed distributors of Champion spark plugs. The firm was also official distributor of 1926 license plates.

### Production Nickel Plating

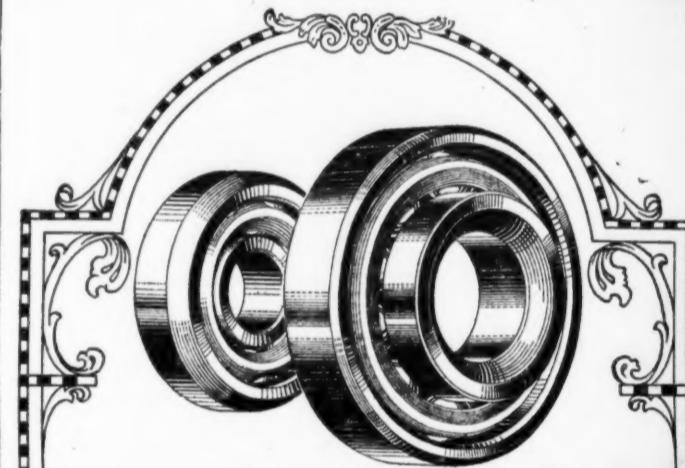
### Rust Proofing

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THE WISE ACORN NUT

### THE WISE INDUSTRIES

1033-43 Mt. Elliott  
DETROIT, MICH.



## A NEW ERA IN FRONT WHEEL BEARINGS

**NEW DEPARTURE** special angular contact Front Wheel Ball Bearings, once set up in the front wheel, retain rigidly that correct, friction-free setting indefinitely. No wear, looseness or wobble ever develops. Ample load capacity for every service condition. Long life with no service expense is assured, because four million cars in a wide range of price classification have used them during the last four years, with practically no failures reported.

As quality and performance eclipse every other consideration, New Departure Front Wheel bearings will be used in ever-increasing quantities.

The New Departure Manufacturing Company, Detroit, Bristol, Connecticut, Chicago

New Departure Can Save You 30% of Your Electric Motor Maintenance Costs. Let Us Show You How.

## New Departure Ball Bearings

## MOVES TO CURB OIL PRICE WARS

### James Advocates Steps To Avoid Future Irregularity

Chicago, Jan. 13.—The recent suffering in the oil-marketing industry, caused by price wars, is rapidly passing, according to H. J. James, secretary and manager of the American Oil Men's Association, who says that such irregularities are both costly and demoralizing and are largely avoidable.

"Such wars in the trade lead the public into erroneous impressions of petroleum profits and are hurtful in the extreme," he said.

For the avoidance of price wars, Mr. James recommends the following measures:

That oil men in every community make a practice of frequent luncheons together throughout the year.

Cultivation of friendly social relations.

Observance of well-defined business ethics.

Refusal to accept rumor for facts.

Establishment of taking reports of bad practice to the competitor complained of in a friendly, co-operative spirit.

Give the competitor the benefit of the doubt.

Before considering meeting cut prices, obtain at least two of the competitor's tickets showing reduced prices; that each ticket be supported by an affidavit from customer to whom merchandise was sold.

Before meeting reduced price, verify as far as possible the price from competitor's office in control of that district.

Under no circumstances meet cut prices without thorough investigation.

Don't be afraid of publicity. Scores of price wars would be avoided if the spotlight were turned on all the facts in the beginning.

Be willing to accord your competitor as much honesty and sincerity as you wish him to accord you.

## NEW STRUCTURE FOR OVERLAND

Atlanta, Ga., Jan. 13.—Plans for the immediate construction of a large new plant to serve as southeastern headquarters for the Willys-Overland, Inc., were made public today in an announcement by the officials of the A. S. Adams-Cates Realty Company of this city. The structure will be situated on West Peachtree Street at North Avenue, in the heart of a rapidly developing business section of Atlanta.

The lease, the land, and the building represent an aggregate investment of about \$600,000. Of this amount approximately \$200,000 will represent the cost of the building.

In connection with the plans, Charles M. LeRoux, manager of the Atlanta branch of the Willys-Overland, Inc., predicted that the South soon will be the most productive field of any section of the country and that his company is expecting extraordinary prosperity during 1926. It was the tremendous increase made in sales during 1925 that made necessary the contemplated expansion, he said.

The building will be three stories high with a total floor space of 76,000 square feet. It will be of fireproof construction, equipped with all modern appliances of automotive plants, including special provisions for service and a twenty-foot driveway from North Avenue directly to the service department on the main floor. There will be over 200 feet of show-window space arranged, which will give the company a chance for very attractive displays.

## Revised Prices of 1926 Passenger Cars

(Continued from Page 6)

Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price	Name of Car and Model Number	Type of Body and Seating Capacity	Price
McFarlan TV, 6-173	Coupe-4	6720	Peerless, 6-72	Phaeton-5	1895	Star, 4	Roadster--2	525
McFarlan TV, 6-175	Sedan-5	6720	Peerless, 6-72	Touring-7	1995	Star, 4	Touring-5	525
McFarlan TV, 6-176	Limousine-7	7110	Peerless, 6-72	Roadster-3/5	2195	Star, 4	Couster-2	610
McFarlan TV, 6-177	Limousine-7	7110	Peerless, 6-72	Coupe-5	2295	Star, 4	Coach-5	695
McFarlan TV, 6-154	Limousine-7	9000	Peerless, 6-72	Sedan-5	2395	Star, 4	Sedan-5	795
Marmon, 74	Roadster-4	3295	Peerless, 6-72	Sedan-7	2595	Star, 6	Touring-5	695
Marmon, 74	Phaeton-5	3295	Peerless, 6-72	Limousine-7	2695	Star, 6	Couster-2	745
Marmon, 74	Touring-7	3295	Peerless, 8-69	Phaeton-4	2845	Star, 6	Coupe-2	829
Marmon, 74	Brougham-5	3295	Peerless, 8-69	Touring-7	2895	Star, 6	Coach-5	880
Marmon, 74	Coupe-4	3295	Peerless, 8-69	Coupe-5	3295	Stearns-Knight, C	Touring-4	1875
Marmon, 74	Sedan-5	3295	Peerless, 8-69	Victoria-4	3245	Stearns-Knight, C	Touring-5	1875
Marmon, 74	Victoria-4	3295	Peerless, 8-69	Brougham-5	3495	Stearns-Knight, C	Coupe Roadster-3	2185
Marmon, 74	Sedan-7	3370	Peerless, 8-69	Sedan-5	3495	Stearns-Knight, C	Coupe-5	2350
Marmon, 74	deL Sedan-5	3775	Peerless, 8-69	Sedan-7	3595	Stearns-Knight, C	Brougham-5	2475
Marmon, 74	deL Sedan-7	3850	Peerless, 8-69	Limousine-7	3795	Stearns-Knight, C	Sedan-5	2475
Marmon, 74	deL Sedan Limou-5	3900	Pierce-Arrow, 80	Runabout-2	2895	Stearns-Knight, S	Touring-4	2395
Marmon, 74	deL Sedan Limou-7	3975	Pierce-Arrow, 80	Touring-7	2895	Stearns-Knight, S	Touring-5	2495
Moon, A	Touring-5	1195	Pierce-Arrow, 80	Touring-4	3095	Pierce-Arrow, 80	Roadster-4	2750
Moon, A	Roadster-5	1395	Pierce-Arrow, 80	Coach-5	3150	Pierce-Arrow, 80	Brougham-5	2750
Moon, A	deL Coach-5	1295	Pierce-Arrow, 80	Coupe-4	3695	Pierce-Arrow, 80	Sedan-5	3150
Moon, A	4-Door Sedan-5	1445	Pierce-Arrow, 80	Coupe Landau-4	3820	Pierce-Arrow, 80	Coupe-5	3250
Moon, A	Cabriolet Road-5	1455	Pierce-Arrow, 80	Sedan-5	3895	Pierce-Arrow, 80	Sport Sedan-5	3350
Moon, A	4-Door deL Sedan-5	1595	Pierce-Arrow, 80	Sedan-7	3995	Pierce-Arrow, 80	Sedan-7	3350
Nash Special, 232	Roadster-3	1115	Pierce-Arrow, 80	E D Limousine-7	4045	Studebaker, Stand	Duplex Roadster-3	1125
Nash Special, 231	Touring-5	1135	Pierce-Arrow, 33	Runabout-2	5250	Studebaker, Stand	Duplex Phaeton-5	1145
Nash Special	Coupe	1165	Pierce-Arrow, 33	Touring-4	5250	Studebaker, Stand	Sport Roadster-3	1235
Nash Special, 233	2-Door Sedan-5	1215	Pierce-Arrow, 33	Touring-6	5250	Studebaker, Stand	Sport Phaeton-5	1255
Nash Special, 234	Sedan-5	1445	Pierce-Arrow, 33	Touring-7	5250	Studebaker, Stand	Coach-5	1195
Nash Advanced, 261	Touring-5	1340	Pierce-Arrow, 33	Brougham-6	6800	Studebaker, Stand	C'nty Club Coupe-3	1295
Nash Advanced, 266	Roadster-3	1475	Pierce-Arrow, 33	Coupe-3	6800	Studebaker, Stand	Wool Trim Sedan-5	1395
Nash Advanced, 262	Touring-7	1490	Pierce-Arrow, 33	4-Door Sedan-4	6900	Studebaker, Stand	Sedan-5	1495
Nash Advanced, 263	Sedan-5	1425	Pierce-Arrow, 33	Coupe Sedan-4	6900	Studebaker, Special	Duplex Roadster-3	1395
Nash Advanced	Sedan-5	1525	Pierce-Arrow, 33	Landaulet-6	7000	Studebaker, Special	Duplex Phaeton-5	1445
Nash Advanced, 265	Victoria-4	1790	Pierce-Arrow, 33	E D Limousine-4	7000	Studebaker, Special	Sport Roadster-4	1595
Nash Advanced, 268	4-Door Coupe-4	1990	Pierce-Arrow, 33	E D Limousine-7	7000	Studebaker, Special	Coach-5	1445
Nash Advanced, 264	Sedan-7	2090	Pierce-Arrow, 33	French Limousine-7	7000	Studebaker, Special	Brougham-5	1695
Oakland, 6	Roadster-3	975	Pierce-Arrow, 33	Sedan Landau-4	7500	Studebaker, Special	Victoria-4	1750
Oakland, 6	Touring-5	1025	Pierce-Arrow, 33	French Landau-7	7500	Studebaker, Special	Sedan-5	1895
Oakland, 6	Sport Roadster-4	1175	Pierce-Arrow, 33	E D Landau-7	8000	Studebaker, Big	Sport Phaeton-5	1575
Oakland, 6	Coach-5	1095	Pierce-Arrow, 33	Sedan Landau-7	8000	Studebaker, Big	Duplex Phaeton-7	1775
Oakland, 6	Landau Coupe-3	1125	Pierce-Arrow, 33	Coupe Landau-3	8000	Studebaker, Big	Club Coupe-5	1750
Oakland, 6	Sedan-5	1195	Pierce-Arrow, 33	Coach-5	8000	Studebaker, Big	Sedan-5	1995
Oakland, 6	Landau Sedan-5	1295	Pierce-Arrow, 33	E D Coupe-4	8000	Studebaker, Big	Coupe-5	2045
Oldsmobile, 6	Touring-5	875	Pierce-Arrow, 33	Sedan-5	825	Studebaker, Big	Brougham-5	2195
Oldsmobile, 6	Coach-5	950	Pierce-Arrow, 6	Coupe	825	Studebaker, Big	Sedan-7	2245
Oldsmobile, 6	deL Touring-5	980	Pontiac, 6	Touring-5	1395	Studebaker, Big	Berline-7	2325
Oldsmobile, 6	Sedan-5	1025	Pontiac, 6	Roadster-4	1665	Rickenbacker, 6	Phaeton-5	1795
Oldsmobile, 6	deL Coach-5	1040	Pontiac, 6	Coupe-2	1495	Rickenbacker, 6	Phaeton-7	1795
Oldsmobile, 6	deL Sedan-5	1115	Pontiac, 6	Sedan-5	1565	Rickenbacker, 6	Roadster-4	1795
Overland, 91	Touring-5	495	Pontiac, 6	deL Sedan-5	1745	Rickenbacker, 6	Coupe-5	1795
Overland, 91	2-Door Sedan-5	620	Reo, T-6	Touring-5	1395	Rickenbacker, 6	E D Limousine-4	1920
Overland, 91	Coupe-2	650	Reo, T-6	Roadster-4	1665	Rickenbacker, 6	E D Coupe-4	1995
Overland, 91	deL Sedan-5	720	Reo, T-6	Coupe-2	1495	Rickenbacker, 6	Sedan-5	2095
Overland, 92	Blue Bird Tour-5	725	Reo, T-6	Sedan-5	1565	Rickenbacker, 6	Sedan-7	2195
Overland, 6-93	Sedan-5	895	Reo, T-6	deL Sedan-5	1745	Rickenbacker, 6	Sedan-7	2195
Overland, 6-93	deL Sedan-5	1095	Rickenbacker, 6	Phaeton-5	1750	Rickenbacker, 6	Phaeton-7	1795
Packard Six, 126"	Touring-5	2585	Rickenbacker, 6	Phaeton-7	1795	Rickenbacker, 6	Roadster-4	1795
Packard Six, 126"	Runabout-4	2750	Rickenbacker, 6	Roadster-4	1795	Rickenbacker, 6	Coupe Sedan-5	1635
Packard Six, 126"	Sport-4	2785	Rickenbacker, 6	Coupe Sedan-5	1635	Rickenbacker, 6	Coach-5	1895
Packard Six, 126"	Coupe-4	2585	Rickenbacker, 6	Coupe Roadster-4	1920	Rickenbacker, 6	Coupe Roadster-4	1920
Packard Six, 126"	Sedan-5	2585	Rickenbacker, 6	deL Coupe-4	2395	Rickenbacker, 6	deL Coupe-4	2395
Packard Six, 133"	Touring-7	2785	Rickenbacker, 6	Sedan-5	2495	Rickenbacker, 6	Sedan-5	2495
Packard Six, 133"	Club Sedan-5	2725	Rickenbacker, 6	Sedan-7	2595	Rickenbacker, 6	Sedan-7	2595
Packard Six, 133"	Sedan-7	2785	Rickenbacker, 8	Phaeton-5	2150	Rickenbacker, 8	Phaeton-5	2150
Packard Six, 133"	Sedan Limousine-7	2885	Rickenbacker, 8	Phaeton-7	2195	Rickenbacker, 8	Phaeton-7	2195
Pack'd Eight, 136"	Touring-5	3759	Rickenbacker, 8	Roadster-4	2195	Rickenbacker, 8	Roadster-4	2195
Pack'd Eight, 136"	Sport-4	3900	Rickenbacker, 8	Coupe Sedan-5	2095	Rickenbacker, 8	Coupe Sedan-5	2095
Pack'd Eight, 136"	Runabout-4	3950	Rickenbacker, 8	Brougham-5	2295	Rickenbacker, 8	Brougham-5	2295
Pack'd Eight, 136"	Coupe-4	4650	Rickenbacker, 8	Coupe Roadster-4	2320	Rickenbacker, 8	Coupe Roadster-4	2320
Pack'd Eight, 136"	Sedan-5	4750	Rickenbacker, 8	deL Coupe-4	2395	Rickenbacker, 8	deL Coupe-4	2395
Pack'd Eight, 143"	Touring-7	3950	Rickenbacker, 8	Sedan-5	2495	Rickenbacker, 8	Sedan-5	2495
Pack'd Eight, 143"	Club Sedan-5	4890	Rickenbacker, 8	Sedan-7	2595	Rickenbacker, 8	Sedan-7	2595
Pack'd Eight, 143"	Sedan-7	5000	Roamer, 6-50	Tourer-5	129			

## Many Tire Dealers See Trend Toward Balloons

Los Angeles, Cal., Jan. 13.—Tire sales in this territory are already picking up following the holiday season, which slowed up sales for dealers.

Practically all report that the increased price of tires is becoming less of a sales factor every day.

Many dealers are doing from 35 to 40 per cent of their business in balloons, with 6.00, 4.40 and 7.30 sizes leading. One dealer is selling as many balloons as high pressures, and the lowest percentage reported by any dealer was 25 per cent. balloons.

The MacDonald-Dodson Tire Company, distributor of Falls tires, is enjoying an appreciably increased business, according to L. O. Dodson, manager.

The Standard Tires Credit Company reports that business is picking up and that it is much better than a month ago.

Garfield & Williams, Inc., distributors of Beverly cord and Miles tires, is doing a good business, with every prospect that it will increase gradually as spring approaches.

The Corduroy Tire Stores, operating three stores in this city, are also looking forward to a good year, based on the increased sales already experienced.

### Sales in Columbus Picking Up Again

Columbus, O., Jan. 13 (U. T. P. S.)—Demand for tires at the retail stores here during the last week has shown from 25 to 33 1/3 per cent. increase over the previous week, but this is explained, partially at least, by the fact that during the holiday season sales were at a minimum.

With the opening of the new year, tire dealers started large increases. Sales during the last week over the corresponding week in January last year were from 15 to 20 per cent. greater, according to a canvass of large retailers.

Business so far this month has been ahead of the corresponding period in December to a marked extent. The percentage of gain is about 10 per cent.

Sales of balloon tires as compared with high-pressure casings are increasing. Some of the dealers report sales of 35 per cent. balloons to 65 per cent. high-pressure, while others show 25 per cent. balloons to 75 per cent. high-pressure.

Sizes which are in the best demand in balloons are 30x 4.95, which has a big lead over others, followed by 30x5.27 and 33x6.20. In high pressure casings the fav-

rite sizes are 30 by 3 1/2, 32 by 4 and 31 by 4, in the order named.

Prospects for winter business are very bright, according to a majority of dealers. Owing to the police order compelling all cars to have the 1926 license plates, motorists have been getting tags, and thus are inclined to look more to their tire equipment than usual. This has resulted in considerable business.

Manager Smith of the Lee Tire branch said: "We look for an excellent business in the early months of 1926, and have made preparations accordingly. More cars are in use than ever before in the winter months, and this means larger sales of new tires."

### More Balloons Selling In Orlando, Florida

Orlando, Fla., Jan. 13 (U. T. P. S.)—From all reports, tire sales, which were going strong before the holiday season, have not yet come back to normal. The prospects are good, however, and all dealers are enthusiastic for the tourist season, which will soon be at its height, and hopes are that the automobile tire sales will be good again.

Balloon tire sales have a little edge over high pressure tires, from all reports, and it will only be a matter of time—when old model cars are junked—until there will be but little demand for high pressure tires, dealers point out. Practically all new cars are balloon tire equipped and some used car dealers here equip their used cars with balloons. Tires for both types for Fords and Dodges are in greatest demand.

J. T. Kendall, dealer in Federal tires on South Court Street, has about half a carload of Federal tires on hand. Kendall says his sales are 50 per cent. better than last year at this time, and are increasing at the rate of 25 per cent. a month. He finds that the advance in tire prices has affected his business to a great extent, but believes that sales will pick up, now that the tourist season will soon be at its best. Sixty per cent. of his sales is in balloon tires.

The Quick Service Tire Company, dealers in Goodyear tires, have three carloads of tires on hand. Their sales remain about the same, but their balloon tire demand, which was 40 per cent. of their business a month ago, has increased to 50 per cent. of their sales at this time. They sell numbers of their tires to Ford users.

## CZECHO-SLOVAKIA GOOD TIRE MARKET

Washington, Jan. 13.—The fact that Czecho-Slovakia offers a worthwhile market for American tires, of which few United States manufacturers have taken advantage, is contained in a dispatch received by the rubber division of the Department of Commerce.

Commercial Attaché Hodgson at Prague says there are only two American producers represented there at present:

"With the steady development in the demand for American automobiles in this country," says the dispatch, "it is logical to expect that there will be injuries for replacements of the brand of tires with which they are originally equipped. "At present the chief competition encountered by American tires in this market is from the French Michelin, the German Continental and the Italian Pirelli.

"The market here is for a quality tire, and on account of the hard wear, due to the poor roads, it is difficult to sell lower grades."

### Spain, With Many U.S. Cars, Also Good Field

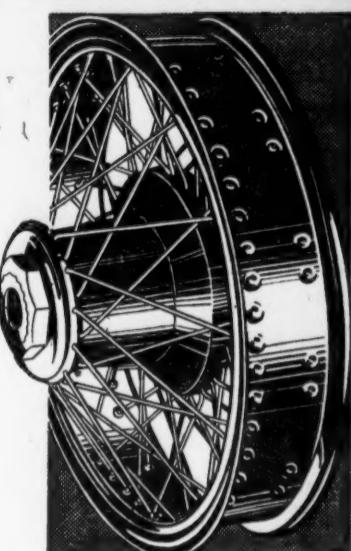
Washington, Jan. 13.—Michelin, French Goodrich and Dunlop are the most active selling tires in Cadiz, Spain, the rubber division of the Department of Commerce is informed. Michelin is selling at the lowest figure, with Dunlop slightly higher and French Goodrich highest.

## Safety in Wheels

Safety is the foremost quality any wheel can possess. All racing cars are wire wheel equipped as offering the greatest insurance against wheel trouble. You could not ask for more convincing proof.

Buffalo Wire Wheels are used by the following leading car manufacturers:

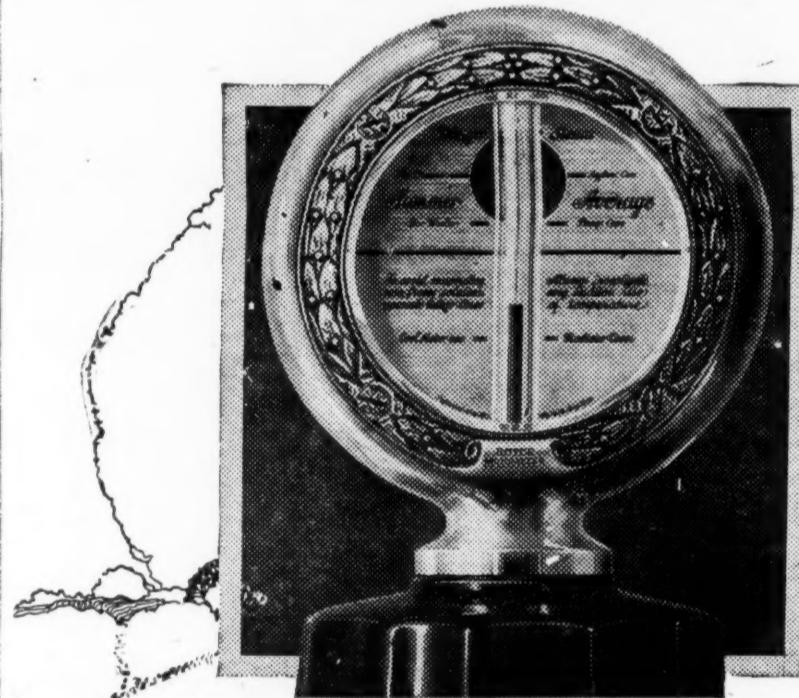
Rolls Royce	McFarlan
Pierce Arrow	Cunningham
Marmon	Diana
Cadillac	Moon
Lincoln	Velie
Kissel	Cleveland
Jordan	Stutz
Chrysler	Oakland
Rickenbacker	Locomobile



## BUFFALO

WIRE DISC

Wire Wheel Corporation of America  
BUFFALO, N. Y.



NOTICE the number of cars at the show that are equipped with the Boyce Moto Meter! An overwhelming majority—impressive evidence of its utility, beauty and down-right value.

On the radiator cap the Boyce Moto Meter is always in the driver's line of vision, always ready with its warning ten to fifteen minutes before trouble brews under the hood. The unfailing sign of the man who is kind to his motor.

Over 8,000,000 now in use.

THE MOTO METER CO., Inc., Long Island City, N. Y.  
THE MOTO METER COMPANY OF CANADA, Ltd., Hamilton, Ont.

## BOYCE MOTOMETER

The name "Moto Meter" is the registered trade-mark and the exclusive property of this Company

## EEZEE Puncture Cure will end all tire troubles

Dealers, connect yourselves with the greatest patented automotive necessity in the U. S.

Good proposition offered

Here is your opportunity to make money and make customers everlasting friends

Eezee Puncture Cure is sold in many stores in Philadelphia alone

It is young and it is growing

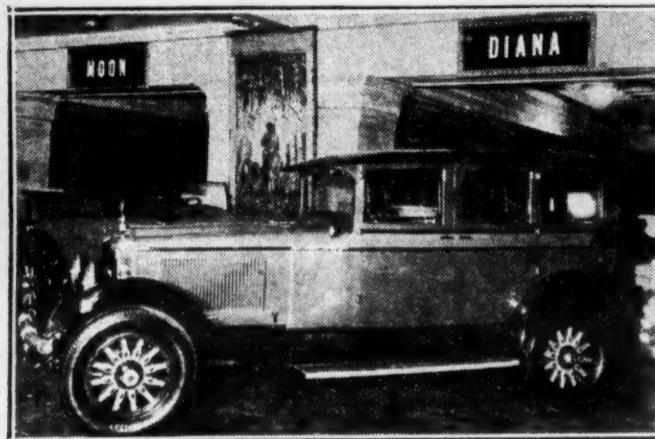
Come with us now and grow and succeed with us

Lose no time, Mr. Dealer, get our proposition without delay

EEZEE Manufacturing Company

1111-1113 S. Broad Street,  
Philadelphia, Pa.

**DIANA LIGHT STRAIGHT EIGHT**—This four-door 1926 Diana Sedan is a part of the Moon Motor Company exhibit at the National Automobile Show. It is finished in two-tone Duco and has numerous features.



## MOTOR CONGRESS ENDS SESSIONS

Macauley, Sloan and Black Among the Speakers

(Continued from Page 1)

business—equal in importance to sales.

"This new attitude toward service is a result, first, of competition and, second, of co-operation between American manufacturers.

"That may sound like a paradox, but it is not.

"As all cars became better and more standardized an increasing amount of emphasis was placed by the buyer upon the type of service he could expect from the dealer who sold him his car and from the manufacturer who made it. Thus the dealer was forced both by his customers and by the policy of his factory to place more and more emphasis upon his service organization. This competition in the matter of improved service greatly benefited the automobile and truck owners of the United States and the industry as a whole.

"But co-operation has aided also. The tendency for American motor vehicle manufacturers to co-operate in connection with this important phase of the industry is indicated by the platform of the service division of the National Automobile Chamber of Commerce. It was drawn up in 1923.

"This platform is a properly broad and comprehensive one in which the keynote is education. Through the service committee of the chamber ideas and methods are exchanged between the various units of the industry and at frequent meetings service men representing the several manufacturers discuss with members of the Society of Automotive Engineers and other representative organizations improved methods for handling service and giving our customers maximum satisfaction, at lowest cost. The chamber knows that improved service generally is for the good of the industry.

### SERVICE IMPROVING

"It is not surprising that service improvement lagged behind other developments in the industry. Properly organizing for service has grown in importance as the number of motor vehicles in the country has increased and as they have been improved. For improved motor cars and trucks have required increasingly less service per unit and smaller average service jobs have meant higher proportionate cost of handling. Good service has been increasingly difficult to give without financial loss.

"As an example of this general situation we have found from a survey of the service records of all Packard branches, distributors and dealers that the average cost to the car owner of all individual service jobs today is something less than one-half what it was five or six

years ago. During the same period, of course, labor charges have advanced, the cost of doing business has increased, and the overhead per service job is now much higher.

"I believe all or most manufacturers have had the same experience. It serves to emphasize that it is more important today than ever before to properly organize to give service and to manage the service department in a thorough-going, businesslike manner—with just as much care and attention as is devoted to any other department of the business."

### EFFICIENT SHOPS

"The shop of efficient service is the shop of modern equipment and tools," Mr. Black told the congress. "The tremendous growth of the automobile from the beginning of the horseless age, but a few years ago, to its present importance, has called for great strides in the development of tools and equipment of all kinds, to properly render service.

"The automotive repair shop originally came into being as a means to an end, rather than an institution to be operated as a business, at a profit. The first owners of automobiles, after purchasing their cars, discovered that they needed service periodically, and quite naturally demanded the

service from the dealers from whom they bought their cars. Consequently, the dealers, in order to retain the good will of their customers, instituted service shops almost entirely with the idea of running them only as a means of protecting their good will.

"They did not operate them with the thought of creating an important and profitable department of their business demanding as much careful executive attention as car sales. It is very probable that the majority of dealers looked upon their service stations more as nuisances than as assets.

"With the advent of motor car factories, manufacturing cars on a production basis, the dealers selling them in almost unbelievable quantities, the service stations became busier and busier places, but were still regarded as a necessary evil to the business. Finally with the fact facing the dealer that his service station was rapidly becoming an important division of the business, operating at a loss, he began to develop a sincere interest in service. He began to study ways and means of making the service station a profitable department. Some notable work has been done along this line in the last few years.

"So many people have the mistaken opinion that the success or failure of the service shop depends entirely upon the skill and depend-

ability of the head mechanic and the mechanics actually doing the work.

"This is not necessarily true. The service shop is just as distinct and important a division of the dealer's business as the sale of cars and it is only logical that the service shop deserves just as keen an interest and as much supervision as the sales. The service manager and the men under him in the shop will never obtain the best results until the proprietor divides his interest and executive ability between sales and service."



**Dealers from all over the country—present at the New York show in greater numbers than ever before—are appreciating the opportunity offered by the complete Star line of 4 and 6 cylinder models.**

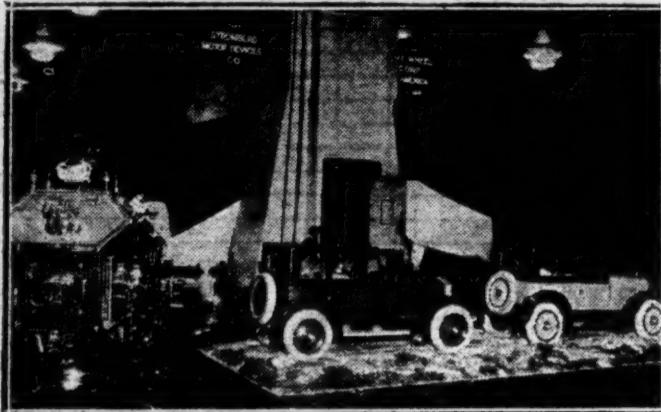
**New York Show Headquarters  
Parlor G, Roosevelt Hotel**

**Low-cost Transportation**

**Star Cars**

Built by Durant Motors

**STROMBERG'S CORNER**—An attractive exhibit of its products has been arranged at the auto show by the Stromberg Motor Devices Company. It has been the center of attraction during the week.



## Motive Manufacturers In Buffalo Had Big Year

**BUFFALO**, Jan. 13.—The year just closed has been one of the biggest, so far as sales are concerned, in every case showing a substantial increase over 1924, automobile manufacturers in the Buffalo district report.

They are opening the new year with unfilled business on the books much in excess of the carry-over at the beginning of 1925.

For the reason cited, Buffalo car and truck manufacturers view 1926 with optimism and there is a strong feeling that the year will outpace last year both in sales and profits.

In general, profits have been satisfactory in the manufacturing end of the automobile business, although the constantly increasing price of rubber has had its effect in narrowing down the margin for manufacturers toward the latter part of the year.

At least one local manufacturer is meeting this condition with an announcement of increased prices to cover the increased cost of tires. Others say prices are stabilized and there will be no increases or decreases. In fact, the feeling that prices are now stabilized is one of the factors that is creating the optimistic viewpoint with most makers.

Pierce-Arrow did 75 per cent. more business in 1925 than the year before. According to L. E. Corcoran, general sales manager, this was due to general improvement of business, plus an increased demand for Pierce-Arrow products, especially the new lighter models and trucks.

Pierce-Arrow last year increased its distribution points to a total of 350 dealers and expects this year to put on another 100, giving it complete and thorough coverage of the country.

Truck business for 1924 ran 40 per cent. ahead of the previous year and the company's bus business was 100 per cent. ahead. Most of the increased demand for buses came from New England and the Atlantic Coast states. Corcoran predicts an increase in bus business this year.

Prices are sound, Corcoran believes, and no change in Pierce-Arrow prices is contemplated.

Stewart Motor Corporation is announcing an increase ranging from \$50 to \$100 in the prices of trucks, effective January 20. The reason

for the increase is given as the present cost of tires.

Although Stewart's reports for the past year are not finished Sales Manager Kelly announces a substantial increase over 1924. He expects 1926 to be a wonderful truck year. Reports secured from dealers and distributors in all parts of the country indicate this, Kelly says.

Through 1925, the heaviest demand was for trucks ranging from  $\frac{1}{2}$  to 1 ton and there was little call for any sizes over  $2\frac{1}{2}$ . Stewart reports.

Atterbury Motor Car Company has closed a year somewhat in excess of 1924, and is starting off the year with more orders on the books than was the case last January. There is a strong and steady demand from ice cream plants, coal companies, road and building contractors, and other lines of business.

The company's new  $1\frac{1}{2}$ -ton Highway Express made a hit during 1925 and accounted for much of the increased business.

Atterbury will show a new model at the Buffalo automobile a substantial increase over 1925. This will be a one-ton truck, the first one-ton Atterbury has ever made in its twenty-two years in the business. It will be a low-down job with a six-cylinder motor and will have many excellent new features.

J. R. Spraker, vice-president, in announcing the new model, told the representative of Automotive Daily News that it is expected this size will open up new fields of business for Atterbury and will prove one of their most popular makes.

The local factory of the Ford Motor Car Company is starting the year with production 25 per cent. ahead of last January, running to 70 per cent. of capacity.

George Tyler, branch factory manager, anticipates a bigger year in 1926 on account of general industrial conditions, improved condition of agriculture, including better prices for farm products and also increasing education of the public to the uses and pleasures of the automobile.

## EXCISE TAX ON TRUCKS FOUGHT

### Senate Committee Asks 2% Retained After House Killed It

Special from A. D. N. Washington Bureau

Washington, Jan. 13.—Definite and determined opposition to the proposal to restore to the tax reduction bill a 2 per cent. excise levy on automobile trucks developed yesterday. The action of the Senate Finance Committee, fixing the truck tax at 2 per cent. after the House had entirely eliminated the old 3 per cent. rate, was the ire of an influential group of senators.

Members of the House who had fought for the elimination of the truck tax were also aroused by the action of the Senate Committee. They took the position that of all the so-called luxury taxes of wartime the tax on trucks was probably the most far-fetched. They asserted that only the wildest

stretch of imagination could transform a truck into a luxury.

The proposal to restore the truck tax was vigorously fought in the Senate Finance Committee. The original proposal to put back the old 3 per cent. rate was defeated after heated argument. The committee voted for the 2 per cent. tax only after several hours of squabbling.

It was pointed out that the truck tax may well be regarded as a "trading" measure, one of the proposals by means of which the Senate conferees may be enabled to win concessions from the House conferees if they yield on the truck tax.

Those close to the situation declared that sentiment in Congress made it certain that the truck tax would either be defeated in the Senate or would be eliminated in conference.

The Senate Finance Committee accepted the House reduction on passenger automobiles from 5 to 3 per cent. as written by the House, also the repeal of all taxes on automobile tires and parts.

It doubled the tax applying on foreign built yachts and motor boats.

Debate on the measure probably

will be held up in the Senate next week.

Immediate repeal of the 10 per cent. tariff rate on automobile, motorcycle and bicycle tires was asked this week in a bill introduced by Representative Cordell Hull of Tennessee. He characterized as an "economic outrage" the fact that American tire manufacturers "during peace time must undergo the imposition of the present 10 per cent. tariff wall."

"High tariffs and accompanying trade restrictions, prohibitions and retaliations," he added, "have not only invited and challenged the British rubber monopoly to hold up 20,000,000 American automobile users at the rate of \$670,000,000 annually for auto tires, but the Fordney tariff aggravates and adds to this monumental injustice by imposing a tariff tax of 10 per cent. upon all automobile tires."

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS These fleet owners offer a huge market for your product. Are you reaching them? Do you know the men to sell them? There's a list of these fleet owners, kept up to date and giving the names of the right man to see. Used by the largest people in the business. W. MACHOL, 417 Central Park West, New York City. Tel. Academy 5181.

## An Open Letter to Men Who Can Read Writing on Walls

Writing on walls is prophetic writing.

The men who are most successful at reading it are the most successful men.

There's a new sentence written on the Wall.

It reads something like this:

These new Wills Sainte Claire Sixes are going to be the most fashionable fine cars in America.

There is no doubt, of course, about it.

Astute observers already acknowledge the fact. Indeed, it is already true.

In the smart suburbs around New York, Boston, Philadelphia, Baltimore and other social centers, the trend toward Wills Sainte Claire is overwhelmingly obvious.

At polo fields, summer and winter colonies and other fashionable sport meccas, the same tendency is patent. The smart magazines, in their automotive sections, already reflect the fact.

Its meaning to you?

Profits and prestige! And if you handle cheaper cars also—a rounded market.

We have advertising and merchandising plans under way that will astonish those who are not fully aware of our present manufacturing resources—and our history during the past twelve months.

Write to Director of Distribution, Detroit, Mich., for full particulars.

Missouri, for instance—

More than 87,000 motor cars in St. Louis alone—not counting cars under \$750! 112,629 people making income tax returns in 1924! More than 10,000 cars in the State of Missouri costing more than \$2,000. One of the most prosperous states in America. Is this a market for Wills Sainte Claire?

WILLS SAINTE CLAIRE, INC.  
Marysville, Mich.

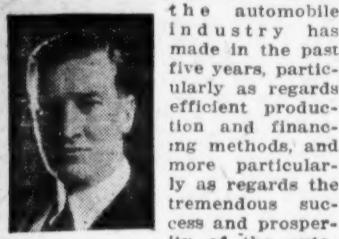
6  
WILLS SAINTE CLAIRE



26th ANNUAL NATIONAL AUTO SHOW JAN. 9 to 16 NOW  
10 A. M. to 10:30 P. M.  
TWO ENTRANCES—Park Avenue  
in addition to Lexington Avenue  
GRAND CENTRAL PALACE  
Adm. 75¢

## SEES GOOD YEAR FOR MOON-DIANA

### Stewart McDonald Discusses Production Figures



**S. MacDonald** automotive industry during the year 1925, the year 1926 holds the greatest promise of becoming the biggest production and sales year in the entire history of the industry," is the opinion expressed by Stewart MacDonald, president of the Moon Motor Car Company.

"The year 1926 for Moon and Diana cars is indeed very promising. The two chief reasons for this forecast are the tremendous increase in the demand for moderately priced fine six and eight cylinder cars during the past year, and the thorough education of the public through modern sales and advertising methods as to what constitutes real quality and performance in a motor car, plus the great number of progressive distributors and dealers that have been attracted to our organization in the past year. Production of all models of 1925 were approximately 15,000 cars, or 33 1-3 per cent. in excess of the preceding year. The production schedule for 1926 is 20,000 cars.

"Sales of Moon and Diana cars for the year 1925 were approximately 40 per cent. greater than they were during the year 1924. This we attribute in some measure to the introduction of the Diana Light Straight Eight in July of this year. However, the demand for Moon Series "A" cars has shown a steadily upward trend throughout the entire year of 1925.

"The first nine months of the current year shows \$6.24 per share earned after depreciation and taxes, as compared to \$3.11 per share for the entire year of 1924."

### Oregon Service Men Organize

Pendleton, Ore., Jan. 13.—Service station dealers in Pendleton have formed an organization which is expected to be part of a larger inter-city association. Its principal purposes are to route traffic where practicable to cities having affiliated organization of station men, and to obtain uniformity of prices on merchandise sold.

Walla Walla (Wash.) service men, who recently organized under such a plan, sent representatives to Pendleton to assist in the formation of the group. George Schroeder was elected president of the Pendleton organization; Rudy Tannier, vice-president, and Vern Moll, secretary-treasurer.

Future plans provide for the extension of the organization to Lewiston, Idaho, and Yakima, Wash., and to include intervening points.

#### FROM THE RANKS

New York, Jan. 13.—I. J. Renter, president and general manager of Olds Motor Works, started his first practical automotive experience the vacation periods of his high working in a motor plant during school days.

THE only difference between a groove and grave is the depth. The Automotive Daily News is for ALL advertisers in the industry except those who refuse to change with the times.

## NEW CAR REGISTRATIONS FOR W

States	Ajax	Apper- son	Auburn	Buick	Cadillac	Chand- ler	Chev- vrolet	Chrysler	Cleve- land	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hup- mobile	Jewett	Jordan	Kissel	States	
Kansas				2											7					1				Kansas		
Louisiana				9			5	2			1	9		1	1	38				3	2			1	Louisiana	
Maryland	1		30	3	76	10	2				12		16	2	244					14	12	1	2		Maryland	
N. Hamp.		2			1		1				1		1		5										N. Hamp.	
N. Dakota		2			4							4		47												N. Dakota
S. Carolina	10	1		16	5					8	2	4		105						1					S. Carolina	
Texas	116	11	2	198	54	5				90	3	85	9	1751	2	2	43	22	2	2						Texas
Utah		1		2								1		6												Utah
Wash'gton	15		75	1	2	87	28	7		1	24	1	47	1	373	3				13	15	2			Wash'g	
Wyoming		20		2	22	8	1			11	1	6		35	1	7	1	2								Wyomi

## LATEST MONTHLY NEW CAR REGISTRATIONS

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures

States	Ajax	Apper- son	Auburn	Buick	Cadillac	Chand- ler	Chev- vrolet	Chrysler	Cleve- land	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hup- mobile	Jewett	Jordan	Kissel	States
Alabama	14		236	14	13	752	125	19			183	1	168	22	4897	2				89	18	3			Alabama
Arizona	13		51	3	1	118	33	1			63	2	25	308	2				20	6	6			Arizona	
Arkansas	3		26	2	1	80	22				32		26	4	934					13	9			4	Arkansas
California	181		31	1410	255	142	1851	663	85		1127	22	1424	48	8464	40	30	2	885	226	327	114	10	California	
*Colorado	16		208	26	1	357	91	5			165	10	88	10	1224	1	6		62	18	22	1		Colorado	
Conn'ticut	6	1	10	367	88	19	265	214	17	3	117	2	210	30	724	17	3	3	144	73	40	9	4	Conn'ticut	
*Delaware	1		20	12	3	54	8	1			7		38		249				21	2	3			Delaw	
Florida	2	63	26	4	153	98	5			143		100	2	556	2	3		76	35	11	19		Florida		
Georgia	4	2	125	21		156	38	1			63		67	10	1535	9			42	19	10	4		Georg	
Idaho	5		62	4		146	25	3			35		30		574				10	11	7			Idaho	
Illinois	36		39	595	127	42	702	188	23		7	287	4	255	34	2258	34	9	9	132	215	53	62	10	Illinois
Indiana	28		15	261	38	10	389	127	24			134	2	230	7	2033	1	2	3	82	52	24	17	5	Indiana
Iowa	10		4	188	10	3	534	70	8			98	2	147	7	2504				44	22	13	1	3	Iowa
Kansas	4		33	2		71	22				27		35		542				18	9				Kansas	
Kentucky	4		1	117	9	9	252	56	3			80	3	71	7	1297	4	1	41	27	12	2			Kentuck
Louisiana	14		116	14	4	332	92	10			160	1	99	13	2943	1			56	11	3			1	Louis
Maine			56	14	2	43	19				15		62		150	2			22	2	5				Maine
Maryland	5	1	192	22	16	297	70	15	1		66	2	85	16	1106	11	1	1	41	41	7	17		Maryl	
Mass'sts	18		20	659	99	80	343	305	38	5	200	7	633	50	2585	44	6	1	327	69	46	38	9	Mass's	
Michigan	40		12	990	120	30	919	262	48			194	5	785	59	5711	6	1	5	370	102	68	30	2	Michigan
Minnesota	20		5	267	15	2	633	57				85		224	3	2853	3	6	1	59	40	27	5	2	Minne
*Mississippi	5		183	18	3	766	127	1			1	238	9	60		3719	2			67	5			2	Mississ
*Missouri	9		7	245	33	30	320	56	20			133	3	154	4	1759	6	14	4	72	63	15	3		Missouri
Montana			8	2	3	21	10	1			12		6	1	75	1			2	1	3			Montan	
Nebraska	3		56	5	1	153	34	5			41		33	8	683	1	1		12	4	3	3		Nebr	
Nevada																								Nev	
N. Hamp.	3		43	7	7	43	12	6	2		13		57	3	250	4	2		27	3	5			3	N. E
New Jersey																								New J	
N. Mexico	2		41	4		61	33				31		8		378				5	2				N. M	
*New York	38		20	903	133	91	953	343	62	1	253	5	529	32	3009	58	6	1	270	134	57	84	2	New Y	
N. Carolina</																									

## WEEK ENDED JANUARY 2, 1926

Lincoln	Marmon	Moon	Nash	Oakland	Oldsmobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Reo	Rickenbecker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Velle	Wills	Ste. Claire	Willys-Knight	Miscellaneous	Totals	States
1			1	1	1	3			1					1						1			16	Kansas
			3	1	1	1								1						3			87	Louisiana
			14	2	5	18	2		3					9	8					8			494	Maryland
			1												1								12	N. Hamp.
			2		9															1			69	N. Dakota
			1	1	1	1	1	1						5	1					3			165	S. Carolina
2	2	7	39	2	10	50	13			5	8	1	48	35						9	3		2638	Texas
n	1	1	1	16	28	24	35	16	1		1	1	15	1	24		2		21	1		884	Washington	
			1	8	5	2	7					2	6	12					3			163	Wyoming	

## REGISTRATION STATISTICS

those of November, 1925. In the cases of Nevada, New Jersey and Tennessee, registration figures are not available at this time.

Lincoln	Marmon	Moon	Nash	Oakland	Oldsmobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Reo	Rickenbecker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Velle	Wills	Ste. Claire	Willys-Knight	Miscellaneous	Totals	States
3	3		79	4	23	92	13	3					1	1	36	78		1		30	6		6929	Alabama
2		4	18	7	18	35	7					5	2	61	34			8	6			855	Arizona	
2			11	13	16	24	2					1	1	59	17			4				1305	Arkansas	
55	51	83	545	520	310	628	185	14	20	52	51	56	846	7	822	26	27	9	227	123		21894	California	
4	3	5	32	29	28	91	10	1	2	5	10	14	1	216	84	1	12	32	15			2902	Colorado	
7	4	4	72	101	56	151	44	2	7	24	35	9	1	19	2	166	6	7	4	44	35		3166	Conn'ticut
1		6	15	4	28	6								3	11			6				499	Delaware	
15	7	2	59	23	13	83	17	4	1	7		5	12	100				40	1			1687	Florida	
9	3	4	44	8	12	25	9	1	1	5		1	9	43				11	2			2293	Georgia	
1		15	22	29	51	3						2	1	80		26			22	1			1165	Idaho
85	22	18	213	144	75	269	155	20	13	27	48	20	4	109	8	176	9	13	20	158	27		6755	Illinois
7	9	4	89	66	104	263	18		1		11	6	34		83	3	8		25	13			4218	Indiana
2		28	24	19	137	12	1	2			4	5	64		36	1	9		30	7			4051	Iowa
1		7	20	2	25				1		1		36		21		1		3				881	Kansas
3	4	2	30	11	25	69	14	1		1	12		16		52	2	1		15	6			2260	Kentucky
6	3		70	11	46	65	30	2		7	4	2	44	1	61			2	17	2		4243	Louisiana	
1		17	4	9	27	2	1			4	1	3	19		2		1	4				488	Maine	
2	7	5	53	15	43	64	16	1	9	8	1	4	44		44		6	2	19	9		2365	Maryland	
19	19	6	222	68	83	191	90	25	22	32	67	23	11	39	13	170	17	24	15	82	104		6924	Mass'setts
30	12	3	151	292	157	382	67	23	6	1	38	21	2	145	2	152			3	49	32		11328	Michigan
8	3	8	59	98	54	314	22	4	2	4	14	5	1	53	102		9		36	39			5142	Minnesota
4			56	19	21	171	11				5	1	153		146	1		1	28				5773	Mississippi
20	5	15	58	50	32	88	19		7	8	9	3	1	51	1	56			28	14			3415	Missouri
	4	5	3	5									8		3			3				177	Montana	
1	1	20	4	25	55	5	1					24		18	3		9	3				1215	Nebraska	
																							Nevada	
1	1	1	9	17	10	26	5		3	1	6	1	5	22		1		3	2			604	N. Hamp.	
			1	2	9	2	2						30	19			1	4				635	N. Mexico	
29	20	8	315	179	109	472	105	14	26	23	43	13	1	103	6	282	2	17	11	110	31		8903	New York
2		96	35	50	103	30			1	21			69		86		1		28	1			7652	N. Carolina
			10	13	29				2				5		3				1				453	N. Dakota
7	3	9	90	105	65	256	29	4	9	6	10	8	1	37	6	58		6	1	64	32		3904	Ohio
10	2		52	18	27	171	1	1		4	8	1	248		93		1	1	25	7			6686	Oklahoma
5	4	5	25	44	70	104	18	2		1	2	9	118		67		3	1	29	5			2722	Oregon
22	37	17	379	374	185	579	226	22	34	47	35	59	7	204	10	420	5	16	12	218	96		13590	Penn'vania
4	3	23	25	16	28	29	19	4	5	3	7	3	2	15	2	26	1	5	2	8	27		1006	Rh. Island
3			22	6	16	17	9				3		-43		41			6					2642	S. Carolina
1		1	24	23	36	113	2	1		4	1	26		22		2		3	1				1699	S. Dakota
8	4	10	164	52	47	276	48	12	14	22	10	187		181		5		69	14				11687	Texas
5	15	6	41	22	5	1		3	2	4		39		24			9	3				730	Utah	
7	8	2	13	3					2	1</														

# Dealer Activities

## PACKER MOTOR CO. WINS 1925 STUDEBAKER CUP

Glendale, Cal., Jan. 13.—The Studebaker Corporation of America, through Vice-President Paul G. Hoffman, has just presented to Robert L. Conover, as vice-president and sales manager of the Packer Motor Company, Inc., a large silver cup emblematic of the company's victory over all other dealers in Southern California and Arizona in the efficiency and sales contest covering the past year. The presentation was made at a dinner in Los Angeles attended by all dealers in the territory covered by the Los Angeles factory branch.

## ESTABLISHES USED CAR FIRM IN SPARTANBURG

Spartanburg, S. C., Jan. 13.—J. E. Goodwin, formerly connected with the Spartanburg Nash Company, has just opened the Spartanburg Used Car Company on Magnolia Street to engage in the buying and selling of used cars.

## STAR AND DURANT SALES FOR DALLAS, TEX.

Dallas, Tex., Jan. 13.—Organization of the Dallas Auto Sales Company, Inc., and its appointment as Star and Durant dealer here, is announced by J. F. Roark, district sales manager for Durant Motors. The concern has taken a long term lease and extensively remodeled a building at 2801-9 Commerce St., George Q. Youngblood, president, and H. O. Abel, vice-president and general manager, comprise the new concern. Both are well known in the Dallas automotive trade.

## WILL SELL KESSEL CARS IN NEWARK TERRITORY

Newark, N. J., Jan. 13.—F. H. Richardson has joined his father, V. S. Richardson, in the formation of the Richardson Sales and Service, to act as representatives for the Kessel car in Newark and surrounding territory.

## BUYS FORD DEALERSHIP IN MEMPHIS, TENN.

Memphis, Tenn., Jan. 13.—Arthur J. Doyle is now sole owner of the Universal Car Company, Ford dealership, at 234 Jefferson Ave., and the name of the firm has been changed to Arthur Doyle Company.

## IMPROVEMENTS

### DISPLAY ROOMS READY

Spokane, Wash., Jan. 13.—The Wells-Chevrolet Company is now occupying its new display rooms for used and new cars at 1st and Adams Streets. Until March 1 the old location, 916 West 2d Avenue, will also be retained. Other departments of Wells-Chevrolet expect to move to the new location in February.

### OPENS NEW GARAGE

Olympia, Wash., Jan. 13.—The Auto Shop, Vancouver, Wash., distributor for the Paige and Jewett cars, is celebrating completion of its new brick garage, which is on the site of a frame one formerly occupied by the company. It cost \$8,000 to build, and contains a large repair room, stock room and show room. S. J. Wassenaar is proprietor.

### ONE-STORY SHOWROOM

Columbus, O., Jan. 13 (U. T. P. S.)—Work has been started on a modern showroom and service station on East Broad Street, to be occupied about May 1 by the Madden-Atkinson Company, central Ohio distributor for the Paige and Jewett cars. The concern is now located at 399 Main St., with a branch at 740 North High St. The new building will be 52 by 187 1/2 feet and one story high.

### NEW HOME COMPLETED

Biloxi, Miss., Jan. 13.—A new home has just been completed for the Biloxi Auto Company, on East Jackson Street.

## ASSOCIATE DEALERSHIP FOR NASH-AJAX CARS

Grand Rapids, Mich., Jan. 13.—The Nash-McKeough Motor Company has just announced the appointment of the Rebentisch Motor Company, Madison Square, as associate dealers for Nash and Ajax cars.

## STUDEBAKER FIRM SOLD IN PENDLETON, ORE.

Portland, Ore., Jan. 13.—The business of Wallace Brothers of Pendleton, Ore., Studebaker distributors and dealers for eastern Oregon and eastern Washington, has just been purchased by A. S. Foster and Clyde Richey of Walla Walla, Wash. The territory covered includes six counties in Oregon and two in Washington.

## NAMED HUDSON-ESSEX DEALER IN ATLANTA

Atlanta, Ga., Jan. 13.—John W. Lloyd, for many years a prominent member of the automobile industry here, has just been named a metropolitan dealer for Hudson and Essex cars, according to announcement by Goldsmith-Becker, Inc., distributor. The Lloyd sales and showrooms are at 44 Houston St.

## NEW STAR AND DURANT DEALER FOR COLUMBUS

Columbus, O., Jan. 13 (U. T. P. S.)—Charles Knapp, formerly a dealer at Worthington, O., for four years, heads the Knapp Motor Sales Company, 39 North 4th St., this city, which will handle the Star and Durant cars.

## FORD DEALERSHIP SOLD IN SANTA ROSA, CAL.

Santa Rosa, Cal., Jan. 13 (U. T. P. S.)—The Fahrner Motor Company, local Ford dealers, has just been sold today by V. H. Fahrner to L. H. Cover and L. M. Lewis of Sacramento.

## WILL SELL CHEVROLET CARS IN UKIAH, CAL.

Ukiah, Cal., Jan. 13 (U. T. P. S.)—The Northern California Motor Sales 4th and Commercial Streets, has just been named one of the authorized sales and service units for the Chevrolet motor car in this city.

## Incorporations

### NEW YORK STATE

Albany, N. Y., Jan. 13.—Certificates of incorporation just filed with the secretary of state include:

White Way Taxi Corporation, Manhattan, \$50,000; to conduct taxicab business; Joseph Lifschien, 916 Hoe Ave., Bronx, Dora Levine and David Greenfield, Bronx.

Polyardental Company, Buffalo, \$50,000; to manufacture automobile tires; M. C. Lerner, Benjamin D. Reisman and A. G. Weinberg, 215 Erie County Bank building, Buffalo.

Yelick Motor Renting Company, Manhattan, \$10,000; to operate trucking business; Paul Cohn, Sidney Felber and Philip Pogor, 1457 Broadway, New York.

Brugge and Zahn, Inc., Brooklyn, \$10,000; motor vehicles; P. E. Brugge, 1500 1/2 St., Woodhaven, L. I., H. F. Zahn and F. F. Zahn.

Stoner and Health, Inc., Manhattan, \$20,000; radio, electric and automotive supplies; P. W. Mack, Douglas Manor, L. I., W. W. Schatz and George W. Hoehn.

Koren and Faur, Inc., Brooklyn, \$10,000; motor vehicles; Morris M. Koren, 558 Franklin St., Brooklyn, and Joseph and Alvin D. Faur.

Shondy's, Inc., King's county, \$20,000; dealers in automobile accessories; Lazarus and Rose Weinstein, 1577 St. Marks Ave., Brooklyn, and Morris Weinstein.

C. E. Wemett & Co., Inc., Livonia, Livingston county, \$50,000; to sell hardware, farm implements, automobiles, seeds, apparel and motorists' conveniences; C. E. Wemett, N. T. and A. E. Jennings, all of Livonia.

Metropolitan Distributors, Inc., New York city, 4,000 shares preferred stock \$100 par value and 8,000 shares common stock no par value; to manufacture automobiles, trucks, etc., for transfer and delivery of goods; Charles L. Greenbaum, 625 West 49th St., New York, Irving B. Babcock, 5501 West Dickens Ave., Chicago, and Daniel G. Arnestin, 614 West 138th St., New York.

Lo Garage Corporation, Bronx, \$20,000; to conduct automobile business; P. J. and Anna O'Connor, 138 Alexander Ave., Bronx, and Isidor Levin, 102 Convent Ave., New York.

Grayard Trucking Company, Inc., Brooklyn, \$10,000; to conduct automobile business; Samuel Gubernick, 164 Linden Boulevard, Brooklyn, Ike Washington and Graham Lubin.

Morimer Trucking Corporation, New York city, 40 shares preferred stock \$50 par value and 200 shares common stock no par value; C. A. Ripperger, 154 Bayside Ave., Flushing, and R. L. and E. H. Mortier.

H. W. Henry, Inc., Port Henry, \$60,000; gasoline filling station and automobile storage; E. C. Henry, H. W. Henry and G. C. Henry.

Berkowitz Auto Renting and Supply Company, Manhattan, \$20,000; automobile and garage business; Henry Berkowitz, 248 East 2d St., New York, Charles Schubert and Jack Eisenmeyer.

Luke-Gagne Chevrolet, Inc., Cohoes, \$20,000; automobile business; Wilmer T. and Bertha T. Luke, 6 DeCamp Ave., Schenectady, and Ernest H. Gagne.

Clayger Corporation, Brooklyn, \$10,000; trucking; Adolph and Maurice Perl, 29 Norwood Ave., Brooklyn, and Louis Goodfield.

Charmae Holding Corporation, Brooklyn, \$50,000; garage and realty business; Harris Sagin and Charles Lebowitz, 189 Montague St., Brooklyn, and Belle Levy.

Bend-Wein Holding Corporation, Manhattan, \$100,000; real estate and automobile business; Rose Pincus, L. Passman and R. Nickerson, all of 1123 Broadway, New York.

Wagner and Reed, Inc., Manhattan, \$25,000; manufacture vehicles, engines, appliances, etc., automobile supplies, radio, etc.; Frank Reed, 335 8th Ave., New York city, Eugene Wagner and F. C. Cox.

Barney's Auto Parts New York Branch, Manhattan, 100 shares no par value; Barney and Elmer M. Hoffman, 1675 Broadway, and Meyer Machlis.

Dookotz Garage Corporation, Kings county, \$20,000; Louis Jay, A. L. Kraut and E. H. Taussig, all of 305 Broadway, New York city.

Champion Taxi Shade Manufacturing Company, Inc., Manhattan, \$10,000; to manufacture storm curtains for taxicabs; Calogero Giudice, 1391 Gates Ave., Brooklyn, Anthony Vaccaro and Vincenzo Rizzare.

D. and R. Auto Products Company, Inc., Queens county, stock increased from \$2,000 to \$20,000; D. H. Brown, 51 Chambers St., New York city, attorney.

### INDIANA

Indianapolis, Jan. 13.—Articles of incorporation have just been filed with the secretary of state as follows:

Lafontaine Auto Company, Lafontaine, \$6,600; general garage business and deal in Ford automobiles; Elmer E. Sutton, Hiley Marks and Charles Seese.

New Evansville Oil, Inc., Evansville, \$20,000; deal in gasoline and petroleum products; Max L. Mayer, Robert T. Williams and Pearle L. Williams.

CHARLES SCHUTTE BODY CO.

MOTOR COACH WORK



DESIGNERS AND BUILDERS  
OF HIGHEST GRADE  
OPEN AND ENCLOSED BODIES

OFFICES AND FACTORY  
SOUTH WEST END AVENUE  
LANCASTER  
PENNSYLVANIA

**HOTEL EMPIRE**  
BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

A NEW fourteen story fireproof structure containing every modern convenience and "Servitor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, buses, all at door.

**RATES**

Room, private toilet \$2.50  
Single Room with bath 3.50  
Double Room with bath 5.00

M. P. Murtha, Gen. Mgr. Ample Parking Space

# Personal Items

### M'GLEN IN \$100,000 CLASS

Spokane, Wash., Jan. 13.—K. S. McGlen, Federal truck salesman of the March-Strickle company, has just been awarded membership in the \$100,000 Federal Star club, having sold more than \$100,000 worth of trucks in the past year. Only two other Federal salesmen in the Northwest, both living in Portland, made the club and Mr. McGlen said there are only 51 members in the United States. He receives a trip to the factory for his achievement.

### COLT SPEAKS FOR RADIO

New York, Jan. 13.—William L. Colt, president of Colt-Stewart Company and president of the Automobile Merchants' Association of New York, represented the automobile industry Thursday evening in a talk in the Broadway Association series, broadcast through station WMCA. His subject was "The Influence of the Automobile on Transportation."

### GARFIELD ON VISIT

Portland, Ore., Jan. 13.—Chase Garfield, Chrysler dealer, who returned recently from Los Angeles and other southern California points, has left for the East.

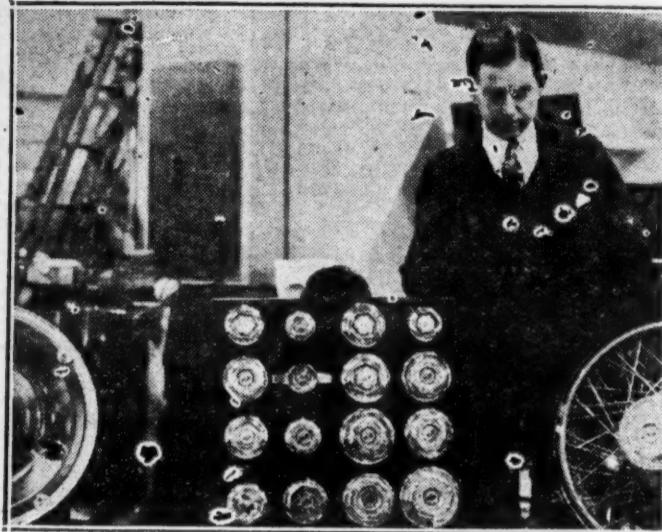
## EXECUTIVE WANTED

An executive is required at one of our plants to act in the capacity of vice-president and general manager. Attractive salary with an opportunity for the proper party to acquire an interest in the company. Replies treated in confidence. Address Mail Attention President.

Charles Schutte Body Co.

Lancaster, Penna.

**THE WIRE WHEEL CORPORATION OF AMERICA'S** exhibit at the Automobile Show, featuring a complete display of the various automotive wheels manufactured by the company under the Buffalo trade mark. R. C. Long, sales representative at the show, is shown with the exhibit.



## Exhibitors Enthusiastic Over Public Interest

**NEW YORK, Jan. 13.**—Optimism reigned on every hand among the car exhibitors after the second trade session this morning. The overwhelming consensus is that this is the greatest buying show within the memory of the oldest salesman.

Where in former years so great a proportion of the visitors were merely "lookers," intent on feasting their eyes but making no serious move towards unlumbering their check books, at the present show nearly all have come with the intention of selecting an automobile, or, if they are dealers, of choosing a line to handle.

More actual business is being transacted than the first part of any former show has seen, and as the week progresses it is expected that the fixing of signatures on dotted lines will proceed at a constantly accelerating pace.

Today's session was a repetition of Tuesday's, with crowds of people in the booths all day long. Looking down from the balcony above the main floor, the panorama that spread below was a constantly surging mass of humanity, through which the cars gleamed as in a black setting.

The result of this interest has been the securing of long lists of likely prospects by almost all the exhibitors, in addition to many immediate sales.

Dealer attendance, also, has been exceptionally encouraging. In booth after booth word was given that wholesale business was booming—dealers already representing the lines were ordering heavily and new dealers contracting to take on representation of the lines.

Not only is this phenomenal interest being manifested where new and spectacular showings are being made, but also in the booths where familiar lines with little recent changes are on view. This can only be explained by the fact that all the 1926 lines offer superlative value and attractive money-making possibilities.

The Buick space, at the head of the stairs from the entrance, a position won by reason of having done the greatest volume of business in 1925, was continuously busy yesterday. G. W. Wheeler, wholesale representative of the New York branch, reported many buying inquiries, a large number of prospects listed, and a considerable number of sales. On Saturday, Mr. Wheeler stated, more orders were taken than in three days last year.

S. R. Thorne, district representative of Willys-Overland, Inc., described how things were going by declaring they were literally swamped with orders. The new

dealers signed up. On Saturday, he stated, 47 cars were sold.

Another enthusiastic official was H. M. Porter of Hupp. Mr. Porter is the wholesale manager, and spoke particularly of that class of business. Much new representation has been secured, he states, and the allotment of cars for this territory for January and February has already been entirely exhausted by the orders received. He describes this show as one of the best buying affairs he has ever attended and says the results are running far ahead of last year. Retail business he reports as being exceedingly active.

G. B. Rockwell, factory representative for Chevrolet, and in charge of the Chevrolet booth, reports considerable public and dealer interest so far, but feels that the best is yet to come. He thinks that the latter part of the week will see the biggest amount of actual buying. Many people, he says, have examined the line, but have put off a decision for a few days. Inquiries from dealers in regard to taking on the Chevrolet line have been numerous, he states.

A Franklin representative, H. H. Deutsch, described results to date as extremely flattering. In his long connection with the industry, says Mr. Deutsch, he has never seen so much evidence of buying desire on the part of the public. While not

all visitors to his booth are prospects for a car in the Franklin price class, practically all, he states, are prospects for some car. Last year's results, according to Mr. Deutsch, are completely dwarfed by the business that has been pouring in at this show.

The Paige-Jewett line has been the object of continued attention by both dealers and public, says a factory representative, G. L. Reynolds. He also reports that people this year are coming to buy rather than merely look. Both the new lines, he states, are going over well, and from the many inquiries that have been made a long list of likely buyers has been secured. Much dealer interest has been evinced during the two trade days, he says.

Inquiry at the Chrysler booth and at the company's headquarters in the Hotel Commodore brought the report that business at the show has been extremely active, especially as regards the new Imperial 80. Retail sales of this car have been recorded in great volume.

A Nash representative, in the absence of officials in charge of the booth, did not like to be quoted, but expressed himself optimistically in regard to the number of sales and inquiries.

Several Dodge salesmen told of making a number of retail sales already and reported that pros-

pects had been listed in considerable numbers. Particular interest is being displayed by visitors in the cut-away Dodge chassis and the new coupe, which occupies a conspicuous place in the exhibit.

From the experience of the men in the booths to date, the public is in a buying mood, as far as automobiles are concerned, and the prospects for the rest of the show and for 1926 business are exceedingly bright.

### NEW MILLER DEALER

**Jamestown, Jan. 13.**—Jacob Weinstein and Phillip Loboek, proprietors of City Garage, Inc., have been selected as Chautauqua county distributors for Miller tires.



**"TRULY A GASOLINE SAVER"**  
**It's a KNOCKOUT for the**  
**FORD, DODGE,**  
**CHEVROLET and**  
**WILLYS KNIGHT**

Dealers Literature for the Asking  
**APEX SUB-CARBURETOR COMPANY**  
2333 North Illinois St.,  
Indianapolis, Indiana.



# 100 H.P. 90 M.P.H.

¶ In the Rickenbacker booth at the Automobile Show you will see the fastest stock model exhibited this year.

¶ This model has a 100 Horse Power motor that will develop better than 90 miles per hour.

¶ The magnificent body design is a most unique creation—both in full stream line effect and striking color combination. A triumph of coach-craft!

¶ You haven't seen the Automobile Show until you have seen the beautiful new Rickenbacker.

GARLAND AUTOMOBILE COMPANY, 43 W. 63rd St., New York City, N. Y.

GARLAND AUTOMOBILE CO.  
1296 Bedford Ave., Brooklyn, N. Y.

EASTERN T. H. F. MOTORS, INC.  
22 Elizabeth Ave., Newark N. J.

E. F. CHEVALIER, West New York, N. J.

J. B. TEETSEL, Paterson, N. J.

PETER P. SMITH SALES CORP., Jersey City, N. J.

# Rickenbacker

A CAR WORTHY OF ITS NAME

## Canada's Auto Export Trade Makes Big Advance

Montreal, Jan. 13.—Canada's export trade in automobiles has grown apace during 1925. Statistics of exports just issued from Ottawa indicate that during the twelve months to November 30, 1925, the value of exports of passenger and freight automobiles and parts amounted to no less a sum than \$38,113,694.

This total compares with the value of \$32,476,073 established for similar exports in the twelve months ended with November, 1924. More and more is the Dominion's export trade in automobiles taking a place of real importance in the country's trade structure, and this will continue as long, at least, as the favorable British preferential tariffs are in effect.

The year's exports of passenger cars included 56,210 cars, valued at \$26,913,460, as compared with 45,639 cars, worth \$23,012,964, exported in the preceding twelve months.

In the case of freight cars the export trade was also heavier, there being shipped out of the country in the year a total of 15,698 trucks, having a value of \$5,095,352, comparing with the 13,366 trucks, valued at \$4,715,427, shipped out in the preceding year.

The value of parts exported during the year was \$6,104,882, an increase during the year from \$4,747,682.

From the foregoing it will be seen that this trade during the past year had been particularly satisfactory and reflects the growing attention which Canada is receiving from automotive manufacturers as a field of production from which to tap a most valuable export market.

As an illustration of the extent of this market it can be stated that during the month of November Canada shipped passenger, freight automobiles and parts to some sixty countries the world over.

The following table affords a comparison of Canada's automotive exports for November and the twelve months ended with November:

	Passenger Cars		Freight Cars	
	No.	Dollars	No.	Dollars
November, 1925	7,659	\$7,659,798	1,664	\$72,143
October, 1925	6,229	3,287,156	1,747	629,024
November, 1924	4,352	2,024,207	1,453	513,784
12 Months, 1925	56,210	26,913,460	15,698	5,095,352
12 Months, 1924	45,639	23,012,964	13,366	4,715,427
	Parts	Total Exports		
November, 1925	795,915	\$795,915	5,126,856	
October, 1925	662,349	662,349	4,578,529	
November, 1924	264,711	264,711	2,802,702	
12 Months, 1925	6,104,882	6,104,882	38,113,694	
12 Months, 1924	4,747,682	4,747,682	32,476,073	

### USED CAR GUARANTEE HELPS SELL FORDS

Chicago, Jan. 13.—A novel guarantee system has proved itself during the past year, according to Ray Huene, used car manager for the Charles J. Dempsey Company, Ford distributor here. A ninety-day guarantee is given with every used car sold, only two conditions governing the bond: that the car be in the same condition as it was when delivered, except for natural wear and tear, and that the buyer pay \$1 for each day he has retained the car.

The percentage of cars returned on this basis is very small, Huene says, and brought them the biggest year of their career in 1925.

### NEW AUTO TAX SYSTEM IN MICH. NETS \$14,526,000

Lansing, Mich., Jan. 13.—Automobile license receipts in Michigan for 1925 amounted to \$14,526,001, according to figures released by Charles Deland, secretary of state. The new tax system last year netted more than \$2,000,000 more revenue than the old tax based on horsepower and weight of vehicles. The weight tax netted \$13,356,446 last year, title fees of \$1 totaled \$616,858, and petty fees yielded \$552,677. The counties of Michigan received \$6,000,000 of the total in proportion to the amount taken in each county.

### Nigeria in Need of "Fool Proof" Auto

Washington, Jan. 13.—Nigeria, in West Africa, is developing its market for automobiles, but "needs a cheap car that should be, as far as possible, fool-proof," the Department of Commerce was advised today.

In all the large towns "such a car would be sold in numbers if it could be obtained as cheaply as the Ford is sold in America," the report states.

### Du Pont Co. Shows New Spring Design

New York, Jan. 13.—Radical departures in chassis design are exhibited for the first time at any show here this week, having just been adopted on the du Pont car.

Spring arrangements are entirely different from any past practice and rubberized fabric is used in place of metal in the spring shackles. Conforming to the very latest engineering practice, the fixed end of the spring is at the rear and the free end is in the front. A striking innovation is the use of a tension shackle of Belflex construction at the free (front) end. Visiting engineers have been carefully studying this new development.

L. F. Hosiey, manager of the du Pont Motors Corporation, says:

"The reason for the shackling of the springs at the front end and pivoting at the rear is to eliminate the influence of the spring action on the steering. No car equipped with Belflex shackles has ever developed 'wheel shimmy,' even with balloon tires and at the highest speeds.

"This is only one of a number of new elements in the design of the latest du Pont."

### PRODUCTION HIGH AT GRAHAM BROS.

#### Truck Output for 1925 Was 130% Over That For Year Before

NEW YORK, Jan. 13.—An increase in truck production of 130 per cent. for 1925 over 1924 by Graham Brothers, now a unit of Dodge Brothers, Inc., was announced at the Show today from official figures of the company.

The output for the four plants at Detroit, Evansville, Ind.; Stockton, Cal., and Toronto, Ont., for the year just closed was 24,306 trucks, compared with an even 11,000 trucks in 1924.

The 1925 output shows an increase of more than 920 per cent. over that of 1921, the year in which Graham Brothers completed an arrangement to power their trucks with Dodge Brothers' engines and market their product through the Dodge Brothers' dealer organization.

When it was found that total production on December 31 at the Graham Brothers' Detroit plant was an odd 11,999 trucks for the year, a force of men was put to

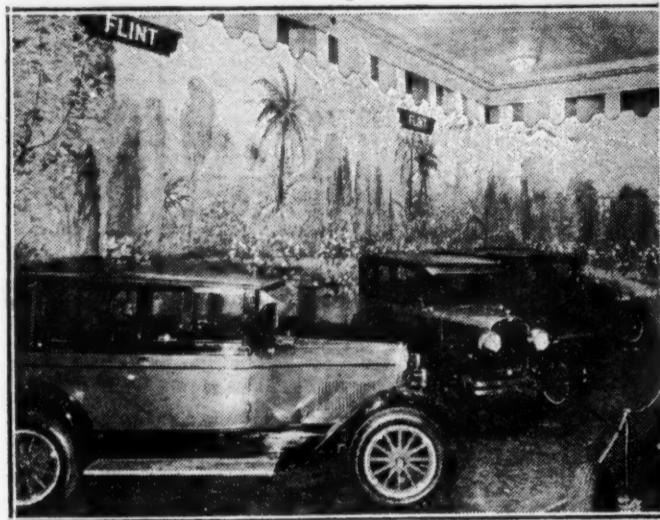
#### CAR RENTERS PROTEST "COMMERCIAL" PLATES

Lansing, Mich., Jan. 13.—Operators of drive-it-yourself automobile companies in Michigan are objecting to the secretary of state relative to the requirement that their automobiles must have license plates marked "commercial."

They say their business is being injured by the regulation, in that those who rent the cars sometimes desire to create the impression that they are the owners of the machines.

The secretary of state has suggested that some of the companies file a friendly mandamus suit to test the regulation.

**FLINT ARISTOCRATS**—Closed model exhibit by Flint Motor Company provides one of the attractive crowd-drawing displays at the auto show this week.

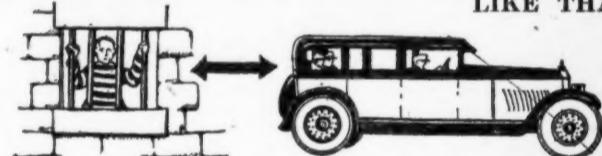


work at once and in a few minutes the 12,000th machine stood completed.

Graham Brothers rank first in the production of 1 1/2-ton trucks and second in the production of 1/2 and 1 ton trucks combined. Another feature of this company is the production of trucks especially

designed for different industries such as coal, oil, bottling works, laundries, bakeries, road work, farming and dairy products. Through the research department, which studies the motive needs of each industry, the trucks are constructed on special designs to meet these needs.

### ON A NICE DAY IT IS A PITY TO BE CLOSED IN LIKE THAT



Why drive with the roof of the car over your head enveloped in dust—smoke—heat—monoxide gas generated by your motor and those on the road. Enjoy the freedom of the open spaces. Drive with the stars over your head. We have invented a top that converts a Sedan into an open car in less than a second.

#### A Model of Our Invention, Mounted on 6-Cylinder Car, Awaits Your Inspection

Automobile Manufacturers are especially invited to see this great invention. It is fully developed and past the experimental stage.

The above advertisement will be run in the Philadelphia papers.

**C. APPEL, AUTO TOP MANUFACTURER,**  
1000 North 7th Street, Philadelphia, Pa.  
Open evenings till 9.

Phone Market 5196.

## Murray Body Corporation

Detroit, Michigan

### OPERATING

### Ecorse Steel Plant

for the manufacture of  
Automobile Chassis Frames.

### J. W. Murray Manufacturing Company

Manufacturers of Fenders, Hoods, Gas Tanks  
and other Sheet Metal parts for Automobiles.

### Dietrich Incorporated

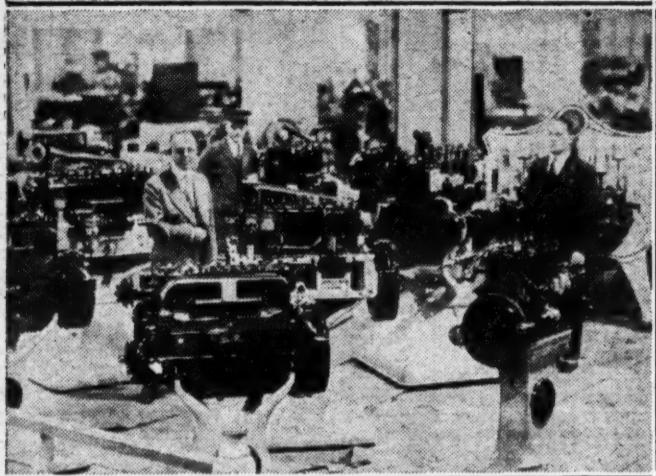
Manufacturers of Custom-built bodies  
for fine Automobiles.



### Dependable Motor Car Bodies

<b>AUTOMOBILE SALESMANSHIP</b>	
Don't stay chained to a desk. Selling cars is pleasant work, pays big money to man who knows how. Write for free information.	
Automobile Business Bureau Desk H, Fisk Bldg., N. Y.	
Please send folder telling how to enroll in "Automobile Salesmanship."	
Name _____	
Address _____	

THE BIG CONTINENTAL MOTORS exhibit at the Automobile Show. Automotive engines of all sizes and designs are attracting much attention from the crowds in attendance. A. R. Baird, sales engineer, and D. C. Evans of the Continental Company, are shown in the photograph below.



## Paige Follows Jewett In "New-Day" Ideas

New York, Jan. 13.—The New Paige which is appearing exclusively at the Auto Show for the present, in advance of its general introduction late next month, marks a distinct departure from the previous cars of the Paige line, yet the changes are strictly in line with the maker's new policies, as exemplified in the recently presented New-Day Jewett.

The Paige, as well as the Jewett, might be termed a "new-day" automobile, both cars having been designed to meet changed conditions in motoring that have come with the tremendous increase in the use of automobiles, and the resulting problems of traffic congestion.

The new Paige was expressly designed to achieve compactness and ease of handling, and this improvement has been matched with an increase of interior space and comfort and performance ability.

For the first time the Paige now is available at a price that makes it a formidable contender in that very popular class of cars selling at \$1,500 to \$2,000. Previously, it was in the higher price class, at \$2,295 for the sedan de luxe and \$2,840 for the seven-passenger sedan.

The new models so far announced, with their prices, are as follows: Standard sedan, five passengers, \$1,495; de luxe sedan, five passengers, \$1,670; sedan, seven passengers, \$1,995.

Models in preparation are the touring car, limousine, and others not yet definitely determined.

The new Paige is entirely different from all previous models made by the Paige-Detroit Motor Car Company, but follows closely the traditional Paige lines and construction long in use in both Paige and Jewett cars.

While lying between the two previous models of the Paige and Jewett, the new car is essentially an improved Paige, of 125-inch wheelbase. The engine is now 3 1/4 inches in bore, reduced from 3 3/4 inches. This change has effected economies of manufacture and operation, yet owing to improvements in design, the engine develops virtually the same power as the larger engine, so that in proportion the new Paige has greater power than the former model, with correspondingly better performance.

The bodies reveal an improvement in interior space over the previous models, while ease of handling and operating economy show similar gains.

The chassis has side members seven inches deep, half an inch deeper than the previous Paige and one inch deeper than used in the previous large Jewett.

The new Paige engine also marks distinct departures from any previous Paige or Jewett motor. Un-

usually deep water jacketing has been adopted, the entire cylinder being surrounded with water down to the crankcase. The cylinder head also has larger capacity for water over the combustion chambers, and has a triple water outlet. The water circulation is controlled by a thermostat, with a by-pass.

Another departure is in the pressure oiling system, the new engine having connecting rods that are drilled to lead the oil direct to the wrist pin bearings.

As on the New-Day Jewett, hydraulic four-wheel brakes are standard equipment.

## New Car Sales Drop in Dubuque

Dubuque, Ia., Jan. 13.—New car sales in Dubuque have been light since the holidays, according to a survey of automobile dealers of the city. A few sales have been transacted during the last week, but, for the most part, the demand has been slim. In the few sales that have been made, closed cars have been the selling models. No open car sales were reported at all.

The Fluckiger Motor Company, Studebaker dealer, reported the sale of but two new cars since the beginning of the new year. Both were of the closed type. The Ford Company of Dubuque has made a few sales, but most of its work during the last week has been in the prospective field.

## Distributors Wanted

For a gauge that shows the contents of an underground tank at a distance. Accurate from 1/2 to 2 1/2 gallons in a 550-gallon tank. Suitable to filling stations, garage trade, etc., also for fuel oil installations and storage of any liquids.

An officer of the company will be at the Automobile Show, Booth D-190.

Write or phone for appointment.

SARTOMETER SALES CO.  
1819 Broadway, New York, N. Y.  
Phone Columbus 2131.

## ARRANGES UNIQUE FORD DISPLAY

Buffalo, N. Y., Jan. 13.—In spite of the fact that this is the period of the Automobile Show when the industry every year holds its breath, so to speak, sales generally are not to be considered bad for the season, and the automobile dealers and distributors of Buffalo are confident that they are entering on the greatest year for sales in the history of the business.

One reason for this confidence is the fact that sales held up so well toward the end of the year, and even now, when many dealers are sensing a dropping off from December levels, the early January business is running well ahead of business for the same period of the year before.

One of the interesting events of the month is the Ford National Show Week. Ford dealers throughout the territory are brushing up their places spick and span and exhibiting all the recent Ford models and the still newer Ford accessories and equipment.

A leading example is the exhibit of the A. W. Haile Motor Company, G. C. Klein, sales manager. Mr. Klein has prepared the following special jobs in his own shop:

Sedan and coupe in palmetto green, with paragon green upper works and catawba green trimming.

Two-door sedan and roadster in sea-

for gray, ocean blue, on top and ivory cream trimming.

Two-door sedan in maxine solid with ivory-cream stripe.

Roadster in motor car gray solid, with Ford vermillion wire wheels.

Coupe in green-gray beige solid, with a lighter green stripe for trimming.

Two-door sedan in Cleopatra green, Brewster's green upper works and gold stripe, using natural wood wheels to complete the color scheme.

Two-door sedan and roadster in hydro-

blue, with radio blue top and cream-ivory stripe.

Roadster in polo tan with country club brown upper works.

Coupe in chicle drab, with copra drab upper works.

In addition, these cars will show

the new Ford improvements including lock wheel, spare tire, bumpers, motometer and cap, automatic windshield cleaner, with glass wings on the runabouts, making a surprisingly classy combination for a low-price car.

The Haile experiment is so striking that a number of dealers from western New York towns have gone to Buffalo to inspect the work and intend to show some of the same models in their places of business.

**49** Makes of Cars at the Auto Show

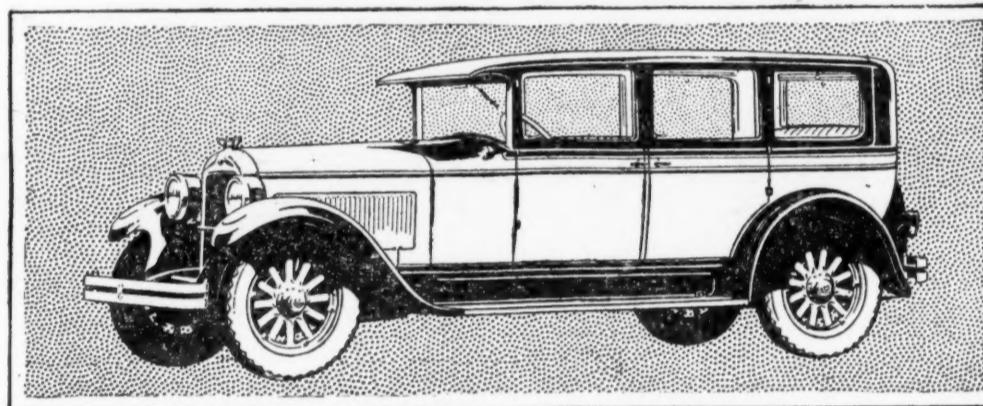
**37** Are equipped with timing front end chains

By far the greater majority of these use Morse Silent Chains

Headquarters—Suite 1000 Commodore Hotel

**MORSE**  
GENUINE SILENT CHAINS

## NEW SERIES HUPMOBILE EIGHT



## Finer Eight Performance Is Not To Be Had

The new series Hupmobile Eight comes to you as the closest approach to perfection the eight chassis has attained—designed, bodied, finished and trimmed with a richness appropriate to its mechanical excellence and its unsurpassed performance.

## New Series HUPMOBILE EIGHT

THE NEW HUPMOBILE SIX SEDAN is a big, beautiful, five-passenger, four-door car, with balloon tires and four-wheel brakes, at a remarkable price.

Now on Display at the Automobile Show and by Hupmobile Dealers

# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
25 City Hall Place, New York, N. Y.  
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
Treasurer; Alexander Johnston, Secretary.

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188 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little  
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank  
Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal. 1037 Henry  
Building, Seattle, Wash.

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## 1926 Will Be a Good Business Year

By WILLIAM M. WEBSTER

Commissioner Automotive Equipment Association

I DO not think we can rightly be the least bit apprehensive of business conditions during the coming year. Practically all indications are that the present prosperous conditions will be maintained and likely bettered during the coming twelve months. Any statement as to the future of business should, however, be qualified by the proviso "if we use good judgment and reasonable caution."

The year just closing records the production and consumption of the products of industry by the American people greater than ever before, and we have attained a standard of living which is the highest in our history. The purchasing power of our people is the highest ever attained and the public apparently has adopted a policy of wise spending, which creates a market for the products of industry and at the same time makes available capital for needed extensions and new developments.

This is a sound basis upon which to forecast prospects for the future. A rapid survey of favorable factors presently existing reveals the following:—

*High level of production and consumption of goods.*

*A policy of wise expenditure by the public.*

*High level of real wages.*

*Absence of unemployment.*

Improved condition of agriculture and while the proper ratio of farm prices to manufactured goods has not entirely been reached, progress in that direction, through co-operative marketing and organization, is satisfactory.

Proposed developments in the building industry, both private and governmental, assure a continuing healthful market for construction and materials.

Iron, steel, lumber, cement, electrical, automotive and other basic industries are in a highly satisfactory condition.

Our transportation systems have reached a high degree of operating efficiency, and, generally speaking, railroad earnings are such as to create confidence and thereby attract capital needed for extensions and improvements.

*Dominant factors in the field of finance are the greatly increased savings, making an abundance of capital for new projects and comparatively easy money conditions, large output of both domestic and foreign securities and an unusual rise in prices of stocks, accompanied by a degree of speculation that, however, must be guarded against.*

Europe apparently has reached a condition of economic stability and other disturbed sections of the world, while not altogether satisfactory, show elements of progress that are reassuring.

Improved conditions abroad are a most important factor in the development of our foreign trade.

The facts of most significance in the automotive industry are the continued high output of automobiles, trucks and kindred products at prices that represent values of undoubted soundness, the satisfactory earnings by leading manufacturers and the extension of good roads in all sections of the country.

To maintain our present prosperous condition, it is essential that we avoid an undue optimism, guard against speculation and temper our judgments with a knowledge of facts pertaining to our business and follow a policy of wise economy in all departments of our individual businesses and the industry.

If this is done, there is no reason why, when the end of 1926 rolls around, we shall not be able to record a progress even greater than that by which the year just closed has been marked.

## Oil Industry Can Meet Any Demands, Pew Says

CHICAGO, Jan. 13.—The ability of the oil industry to take care of demands made upon it was again demonstrated during 1925, J. Edgar Pew, president of the American Petroleum Institute, declared here today.

Early indications are that the consumption of gasoline in 1925 was 18 per cent. more than in 1924, and that the total production of crude oil for 1925 will exceed that of 1924 by more than 10 per cent., Pew pointed out.

"Although the demand for gasoline was greater last year than ever before, this extra demand on the industry has been met without any impairment of reserve stocks," the institute president stated. "I know of no industry more capable of meeting the requirements for its product than is the oil industry, nor of any industry in a better position to satisfy the demands that might be placed on it by any national emergency.

"The outlook for the oil industry for 1926 is better than at any

time during the last three years," continued Mr. Pew. "At the present time there is no threat of excessive new production to disturb the balance of the relative production and consumption figures which prevails now. The passing of the post-war deflation period has made for a better balance than for years. I predict an era of profitable operations for small productions, which they cannot have when large flush productions, resulting in lower prices, prevail.

"This period of profitable operation is very fortunate, as the smaller productions make up the stable backbone of our crude supplies. They would be abandoned if they did not have these profitable periods," Mr. Pew stated.

## TRUCK OUTPUT IN PAST YEAR BREAKS RECORD

W. T. White Estimates  
1925 Production at  
492,000 Units

New York, Jan. 13.—According to Windsor T. White, chairman of the Motor Truck Committee of the National Automobile Chamber of Commerce, the motor truck industry in 1925 had by far its most successful year, with an estimated total production of 492,000 units. "Not only was the previous production record of 392,760 exceeded by over 100,000 trucks, but the volume of business in dollars and cents also eclipsed the previous high wholesale value of \$434,168,992, established in 1918, being estimated at \$500,000,000," he says.

"During 1918, 1919 and 1920 the wholesale value of the truck business was, each year, in excess of \$400,000,000, although the number of units produced in these years was at its high in 1920, only 322,039. The great increase in truck production in 1923 was largely in the inexpensive one-ton and one and one-half ton classes. The 1925 record, too, was made as a result of a further big increase in the number of light trucks manufactured, and also in the number of heavy duty trucks built.

"No slump in truck production, as in 1924, has marred the year's record. Production in the early months of the year was lower than in 1924 but began to pick up in the spring and has kept up to high levels during the summer, culminating in a record production in September of 60,370 units.

"The effect upon the whole industry of this greatly increased volume of business has been most salutary, taking up some of the slack which usually exists in an industry in which production capacity is in excess of the normal market requirements.

"Part of the year's good record may be ascribed to the rapid development in the foreign market, although this was a negligible factor in the truck field only three or four years ago. Exports during the past year have reached a total estimated at 64,571 trucks and buses.

"This includes actual reports for the first ten months of the year, with November and December estimated. It does not include, however, the number of trucks and buses assembled in foreign countries from parts shipped abroad by American manufacturers.

"Another vital factor affecting particularly the great increase in wholesale value of the business done, has been the rapid growth

of the bus and the rail lines, both electric and steam, will be worked out, giving each utility the field it deserves because of economic usefulness, has been expressed in previous years.

"Leaders in the truck industry have declared over and over again that there is no genuine conflict between highway and rail transportation, and have taken a position of leadership in initiating research into this subject.

"During the past year, however, remarkable strides have been taken by rail leaders in attempting to work out plans for co-ordinating rail and highway service, as advocated in the past by the truck industry. A growing feeling among rail executives that their business is transportation, using whatever tools are best fitted for carrying persons and freight economically and comfortably, has been displayed.

"An interesting feature of the year has been the truck trek to Florida. The rapid development of Florida and large increase in population resulted in freight embargoes. As when the rail carriers throughout the whole country failed to provide adequate transportation in 1920 and 1921 the public called upon the motor truck for a relief, so did the people of Florida during the last year, and thousands of trucks have carried on the task of providing Florida's growing population with necessities of life and with commodities which could have been transported and distributed in no other way.

"Among the events which helped in giving the transportation industry and the public a better understanding of the functions of the motor truck and motor bus was the Mid-West Motor Transport Conference held at Chicago on May 27 and 28. Particularly significant were statements made by William M. Jardine, secretary of the United States Department of Agriculture."

Mr. White quotes Secretary Jardine as follows:

"Faith that in the long run the motor vehicle will find its place in the whole scheme of transportation, naturally and inevitably, as have all the earlier new users of the highways; but we may help it to find that place by wise restraint of its more enthusiastic proponents and by refraining from regulation which may have a crippling effect."

That motor trucks destroy our highways was sharply denied by Secretary Jardine. He said:

"There is one other popular idea I feel disposed to deny. That is the idea that motor trucks are destroying our roads. I don't know why it should need denial, but apparently it does."

## Coming Automotive Events

### JANUARY

- 9-16—New York City, National Automobile Show.  
—Waterbury, Conn. Waterbury Automobile Dealers' Association, annual auto show. Date not set.  
11-16—Chicago, American Road Builders' Association Annual Convention.  
14—New York City, Society of Automotive Engineers, annual dinner. Hotel Astor.  
21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.  
21-22—Newark, N. J. Nineteenth Annual Newark Automobile Show.  
18-22—Philadelphia, Pa. Twenty-fifth Annual Automobile Show.  
18-23—Milwaukee, Wis. Automobile Show.  
18-23—Albany, N. Y. Forty-fourth annual automobile show.  
18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show.  
18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.  
18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.  
19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.  
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.  
21-22—Detroit, Mich. Michigan Independent Oil Men's Association.  
21-22—Los Angeles, Calif. American Society for Steel Treating, sixth annual meeting.  
23-30—Montreal, Canada. Annual Motor Show.  
23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.  
23-30—Baltimore, Md. Twentieth Annual Automobile Show.  
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.  
23-30—Albany, N. Y. Fifteenth annual automobile show.  
23-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.  
23-30—Lowell, Mass. Twelfth Annual Automobile Show of Lowell Automobile Dealers' Association.  
24—American Road Builders' Association, Good Roads Week.  
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.  
27—Detroit, Mich. Michigan Highway Association.  
27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.  
30-Feb. 6—Washington, D. C. Automobile Show.  
30-Feb. 6—San Francisco, Cal. Tenth Annual Pacific Automobile Show.  
30-Feb. 6—Chicago. Eleventh Annual Automobile Show, Hotel Drake.  
31-Feb. 6—Chicago. National Auto Show.

### FEBRUARY

- 2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.  
2-9—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.  
3-6—Springfield, Ill. Seventh Annual Show.  
9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.  
6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.  
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwestern automobile show.  
8-12—Schenectady, N. Y. Annual Automobile Show.  
21-28—Omaha, Automobile Show.  
26-27—Los Angeles, Automobile Show.  
14-20—Des Moines, Iowa. Automobile Show.  
16-27—Albany, N. Y. Annual Automobile Show.

## Fisher Plant Increases Output for Oldsmobile

NEW YORK, Jan. 13.—Additional facilities that will effect a doubling of the production of Oldsmobile closed bodies were put into operation January 2 by the Fisher Body Corporation at its plant adjoining Olds Motor Works at Lansing, Mich. The additions were required to fill the increasing popularity of Oldsmobile and closed body types.

The Fisher plant in Lansing is exclusively devoted to the manufacture of Oldsmobile closed bodies. The Fisher organization established its Lansing plant about two years ago and at that time it was one of the most modern in the industry devoted exclusively to the manufacture of bodies for one make of car. Since then the sale of Oldsmobile closed cars has steadily increased, making these facilities incapable of meeting the demand.

The Oldsmobile sedan, coach and coupe all have the sturdy construction, grace and the many refinements that distinguish Fisher bodies. They are constructed of wood and steel, a combination that has been found most satisfactory, both in durability and appearance.

Heavy plate glass is used throughout, and the windows are opened and closed with quick acting crank-type handles that require only three and a half turns to raise or lower the glass its full length. Interior door handles are placed in the door center, instead of the side, so as to be easily accessible.

The angles of seats and seat backs and the type of seat springs are ideal for comfort and the result of years of study on the part of body engineers.

The bottom of the windshield glass fits into an air and water-tight groove. Above this groove is an inclosure extending upward about three inches. This inclosure is open at the top on the outside sufficiently to admit a current of air the entire width of the glass when the windshield is slightly raised. This air current is deflected under the glass and downward into the front seat compartment. This permits an indirect ventilation, thus keeping the interior of the car at a comfortable temperature without admitting a draft.

When conditions warrant the windshield can be raised several inches above the inclosure to admit a direct current of air into the car. The raising and lowering of the windshield is controlled by a turn-handle geared to raise or lower the glass its limit with three turns.

Owing to its construction the glass fits snugly in padded grooves at all times, and has no exterior arms or thumbscrews, thus eliminating any possibilities of rattles developing. The V. V. windshield serves the dual purpose of the old-fashioned cowl ventilator and two-piece windshield, but has none of their disadvantages.

### MANY AT OPENING

Decatur, Ill., Jan. 13.—The formal opening of the Fred Campbell Auto Supply Company attracted several hundred dealers in automotive supplies from the central Illinois territory. Prominently displayed was a sign to the effect that orders will be taken for any of its lines, but credit will go to the retail dealer whom the patron designates as the one he usually buys from. C. A. Norris, general sales manager of the St. Louis company, was here assisting Manager Ehrhardt in conducting the formal opening.

## Classified Advertising

CLASSIFIED RATES  
5¢ word (per daily insertion)

### BUSINESS OPPORTUNITIES

WANTED—Partner with capital to help push a promising business in connection with garage. Address James B. Brooks, El Dorado, Ohio.

### FOR SALE

ESTABLISHED Auto and Radio Supply Store. Ideal location; cheap. Joseph Palise, 1317 Bushwick Ave., Brooklyn, N.Y.

## San Antonio Sees Good Year Ahead

San Antonio, Tex., Jan. 13.—Reports from twenty-two of San Antonio's auto dealers along Auto Row are unanimous in predicting good year for autos in 1926. Some predict another year as good as 1924, which was a banner year for the automotive industries in this section.

The situation is well summed up by William Steinhardt, president of the Crockett Automobile Company, Hudson and Essex distributor in this city.

"Oil, crops, live stock and general business are going to make 1926 one of the greatest years in history for San Antonio. Automobile dealers all over the territory are optimistic over the outlook for the year and expect to sell a record number of cars during the next twelve months."

Frank A. Winerich, president of the Winerich Motor Company, distributor of Studebaker cars, sums up the situation as follows: "The recent freezing weather,

which was accompanied by snow and ice, is really a great thing for this territory. It has caused moisture to sink deep into the soil and insured good crops during the new year. San Antonio depends almost entirely on the crops around here for support and a boom year in crops will mean a boom year in business."

A similar attitude is reflected in the statements of others. Indications point to a banner year for 1926.

## 16 PER CENT. INCREASE IN INDIANA MOTOR VEHICLES

Indianapolis, Ind., Jan. 13.—An increase of approximately 16 per cent. in the number of motor vehicles in Indiana last year is indicated in a report filed with the secretary of state by the automobile license division. During 1925 the department issued 888,336 licenses, compared with 770,195 in 1924. The greatest increase was in passenger cars and motor buses.

Passenger car licenses issued in 1925 totaled 627,173, against 566,736 in 1924.

## OIL SHIPMENTS PRESAGE OPEN YEAR FOR AUTOS

Lawrenceville, Ill., Jan. 13.—Two solid trainloads of motor oil in cans and barrels have just been shipped from the Havoline refinery at Lawrenceville, Ill., to dealers in the vicinity of Boston, Mass., who are stocking up for the business they anticipate in 1926.

This shipment to a snow-covered section of the country in the dead of winter when automobile driving is at its lowest ebb indicates that automobile dealers and filling stations anticipate a busy and prosperous year in 1926.

Organized campaigns in various parts of the country to keep roads open for motor travel throughout the winter are being formed. This shipment of oil indicates a decided trend in New England toward year-round motorizing.

# Again—

ELCAR says, "Compare!"



8-81

As in 1925, when ELCAR challenged the world to equal the value offered by the ELCAR Eight-in-Line, ELCAR in 1926 will rely upon the comparison-guided judgment of motor car buyers, rather than upon the effect of its claims alone.

Do this: Compare ELCAR, on paper or on the road, with any eight (in-line), remembering that ELCAR assures, for 1926, these: 5 to 25 miles an hour in 6 seconds flat; 10 to 60 miles an hour in 22 seconds flat; 60 miles an hour, hour after hour—70 miles an hour when you want it; the famous Lycoming 8-in-Line motor; the complete Swan System (carburetor and manifold); hydraulic 4-wheel brakes; balloon tires; one-shot lubrication; 127 to 132 inch wheel bases; startling new bodies in two-tone Murcote finishes.

You'll be pretty sure to find that the other eight-in-line you are thinking of either: Costs more than ELCAR yet does not offer correspondingly more; costs about as much as ELCAR yet does not offer as much; costs less than ELCAR yet does not offer enough to justify the saving. On that basis, would you rather sell ELCAR, or the other car?

See this great car at the ELCAR space today, and talk with factory executives there.

SPACE B-1  
Grand  
Central  
Palace

Elcar Motor Company  
Elkhart, Indiana

Builders of Fine Vehicles Since 1873.

**ELCAR**  
A WELL BUILT CAR.

## Colors Indicate Workings Of Stutz Safety Chassis

NEW YORK, Jan. 13.—Colorful in the fullest interpretation of the term is the Stutz safety chassis displayed at the National Automobile Show this week. Inaugurating a new manner of exhibition the Stutz show chassis is self-explanatory to the veriest novice through the use of various colors to indicate the different mechanical functions of the display.

Following this line, the gasoline lines are red, the brake lines white, the engine gray, and so on throughout the entire nickelized and enameled exhibit, which shows the progress Stutz engineers have made during the last year toward greater safety of operation under modern traffic conditions.

All frame surfaces are glazed, sanded and filled. The outside of the frame is painted gray, while the inside of the frame and cross members, axles and springs and exhaust manifolds, pipe and muffler and tail pipe are enameled in black.

Gasoline lines are painted red, the brake lines painted white and chassis lubricator lines up to filling control are blue. The engine is in gray, the transmission is in black and the drive shaft or propeller shaft is in black enamel. The inner side of brake drums and brake shoe housings is white.

Nickel runs riot throughout the chassis, in the steering tube, the brake and gearshift levers, the brake and clutch pedals, the brake drums with their fluting, the cylinder side plates, studs, lock washers and nuts, the ignition wire tube, the carburetor, the cylinder head cover, wing nuts and stud ends, all engine oil lines, rectifier lines and magazine distributor control, the radiator to water pump delivery pipe, the water pump drive shaft, the water pump packing nut, the intake and exhaust manifold studs, washers and nuts, the oil filler and breather spouts and caps, the oil level rod and the Watson stabilizer covers.

In addition to the special show safety chassis at the Grand Central Palace there is one on display in the Hotel Commodore and the New York branch of the Stutz Company, 1830 Broadway.

### K. C. DEALER MOVES

Kansas City, Jan. 13.—The Cornell-Casper Tire Company, to care for a business that has increased more than 100 per cent. last year, is moving to 1709 Grand Ave. where they will have room for a "drive in" service station to care for their trade in solid tires.

## MOTOR VIBRATION GREATLY REDUCED

### New Design Improves All Parts of Car, Says Mulch

New York, Jan. 13.—The smooth action and long useful life of the modern automobile is due in no small part to the war that has been waged against vibration by the car manufacturers, declares R. H. Mulch, vice-president of the Flint Motor Company. This is emphasized particularly in the new models that are being exhibited this year at the shows.

Although it is impossible to eliminate this destructive agency entirely, its damaging effects have been greatly minimized by improvements in design and construction, which will interest all motor car merchandisers.

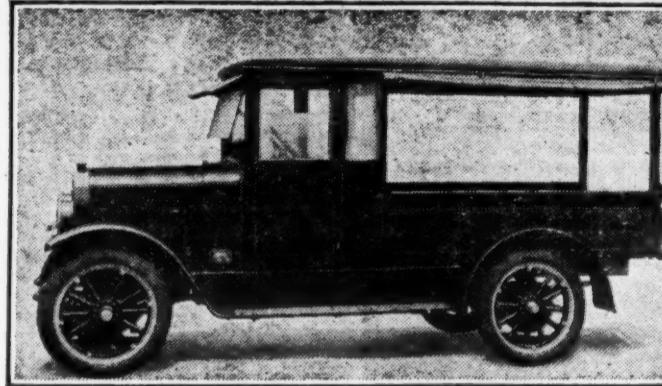
"In this fight against vibration," Mr. Mulch says, "practically every part of the car has come in for attention on the part of the designers. The cause of every uncontrollable force has been sought and efforts made to counteract its effects.

"Crankshafts have been made stiffer and mounted more rigidly in their bearings. As an additional step the use of a greater number of bearings, holding the shaft at more points, has been found effective.

"Reciprocating parts have been made lighter and sets of connecting rods and pistons more carefully balanced. Combustion chambers have been made uniform in size to equalize explosion forces. Closer fitting of bearings and pistons has taken up the play that results in premature wear.

"Engines have been more securely mounted, frames made stiffer and reinforced to withstand

**BUDDY STEWART**—This is Buddy, the new  $\frac{3}{4}$ -ton, six-cylinder Stewart truck being displayed to the public this week at the Hotel Commodore in New York city. This car lists at \$895, a new price standard in the light delivery truck field.



the twisting strains set up by the forces acting on the crankshaft.

"Valves, camshafts and gears have come in for their share of attention. More careful design of cams and gear teeth have made these parts function more smoothly.

"Throughout the engine and chassis, parts subject to vibration have been made stiffer and less likely to work loose.

"The racking effects of uncon-

trolled vibration, resulting in uneven action, excessive noise and rapid wear have been greatly reduced.

"Vibration, as it was present in the early cars, has been largely conquered. If proper care is given play taken up, bearings adjusted and bolts tightened periodically, the modern car will retain its smooth, quiet operation for many thousands of miles."

## HILL PRODUCTS SELLS PLANT TO PRINTERS

Chicago, Jan. 13.—The Hill Products Corporation, formerly known as the Hill Pump Valve Company, manufacturer of valves and automobile accessories, has sold its factory at 4601 Belmont Ave. to the W. F. Hall Printing Company for \$32,500. It has taken back a lease and will continue to operate the building till later, when it contemplates erecting a new factory.

## LEE LEAVES FIRESTONE COMPANY FOR NEW JOB

Akron, O., Jan. 13.—Robert E. Lee, welfare director of the Firestone Tire & Rubber Company for the past thirteen years, has resigned his position to take over the duties of executive vice-president of the Akron Chamber of Commerce. Lee will take up his new duties about January 15.

### TO HANDLE CHRYSLER

Youngstown, O., Jan. 13.—Moss Schreiber, Inc., has been chosen as Chrysler distributor for Youngstown and the Mahoning Valley, succeeding the Gordon Motor Company, which is retiring from business. The new distributing organization will be in charge of O. A. Schreiber and C. R. Moss.

## and Mr. Perkins of Roth-Buick Co. READS the A. D. N.!

BOTH PHONES



**Roth-Buick Company**  
Philadelphia

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MAINTENANCE AND PARTS  
5113-5117 FRANKFORD AVENUE

December 30th 1925.

Automotive Daily News,  
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New York City.

Gentlemen:

Since entering our subscription to the Automotive Daily News we have naturally been very much interested in the information contained therein, but I do believe that the Monthly New Car Registration Statistics which you give is one of the most valuable pieces of information which any automobile dealer can have, and believe that this alone well worth the price of the subscription.

With best wishes for your continued success, we are

Very truly yours,  
ROTH-BUICK COMPANY

By: *W.C. Perkins*  
Sales Manager.

WHEN BETTER AUTOMOBILES ARE BUILT **Buick** WILL BUILD THEM

Use this  
coupon to keep  
**A. D. N.**  
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Enter my subscription at once for the Automotive Daily News for the period and no the terms I have indicated below—

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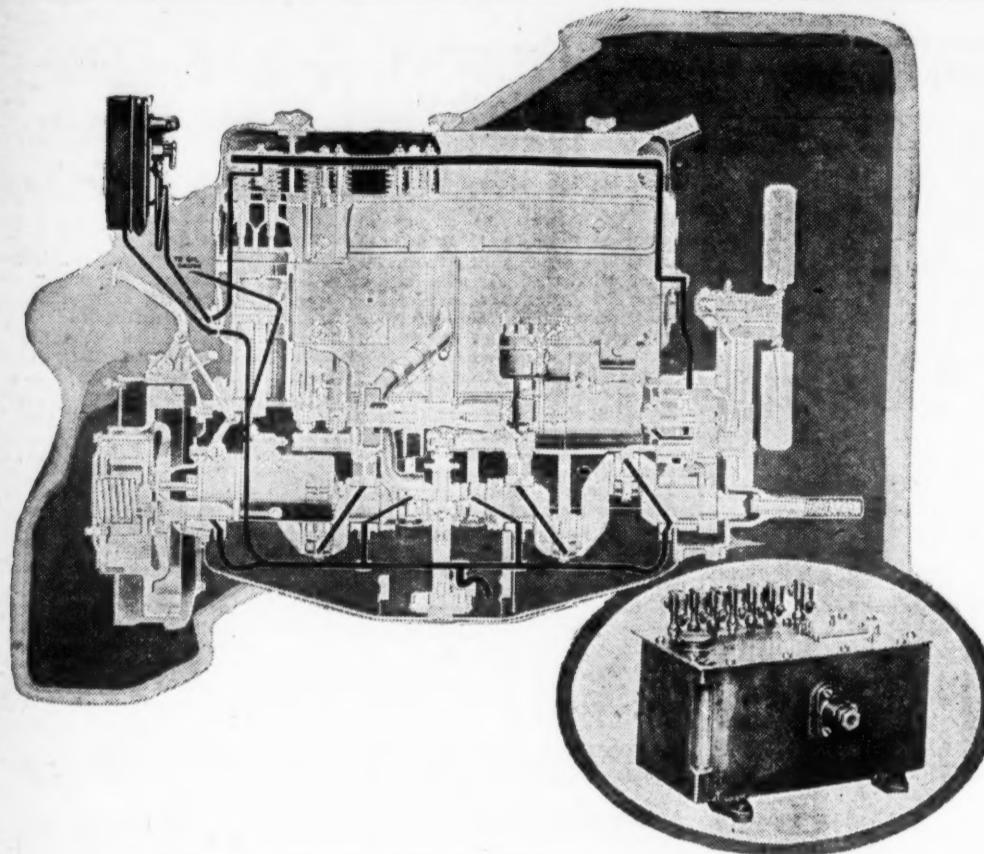
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AUTOMOTIVE ADVERTISING

**IMPROVED BUICK ENGINE**—The changed appearance of the Buick engine, shown in the photograph below, is catching the eye of the observer at the Automobile Show in New York. A feature of the improvement is the separate starter and generator, shown in the picture, instead of the motor generator, which has been characteristic of the Buick for years.



## Present Trend Toward Speed and More Safety

NEW YORK, Jan. 13.—"The tendency of the automobile industry and of actual motoring conditions—which is strongly demonstrated in the New York show—more speed and added safety," said E. T. Strong, Buick general sales manager, in a statement today.

"Today the highways are built

wide enough and smooth enough to make safe speeds of 35 or more miles an hour. The current type of automobile, with four-wheel brakes and easy steering, is flexible and secure at such speeds.

Traffic regulations, on the other hand, are much the same as they were years ago, when cars were not built to meet present demands. In most states they could be modernized to the benefit of every one.

"By failing to keep up the speed limit on country highways the slow driver causes a general paralysis of traffic which works a hardship on other drivers, causes congestion, and makes all driving much more dangerous.

"This driver who loaf along at 15 miles an hour slows up hundreds of cars which have the choice of lagging behind or of taking a chance by speeding around the slow one in the face of oncoming traffic. If the slow driver would speed up or turn off the road the cars behind would soon be well spread out and every one would make better time.

"Traffic has become heavy enough to warrant several changes in highway construction and in laws governing their use.

"A penalty on the slow driver who blocks traffic should help relieve this condition. Another should deal with the man who stops his car on the road to make adjustments or change tires, forcing traffic from both directions to shuttle its way through the open lane on one side. On wide highways, the man who drives slowly in the middle of the road should be subject to regulation.

"It might be advisable to provide harbors at regular intervals along highways into which a motorist in trouble could drive his



**E. T. Strong** much the same as they were years ago, when cars were not built to meet present demands. In most states they could be modernized to the benefit of every one.

car to make adjustments, thus avoiding a traffic hindrance which is a nuisance and a source of danger."

### RAISE GAS PRICES

Fargo, N. D., Jan. 13.—Gasoline prices were advanced the first of the year in all Minnesota points, fulfilling the provisions of the gasoline tax law passed by the last session of the Minnesota legislature. The new price is 23.2 cents at all filling stations in Minnesota as compared with 21.6 cents in North Dakota, reversing a differential in gas prices which long existed in favor of Minnesota filling stations before the passage of the gasoline tax law.

**TWENTY thousand progressive executives in all manufacturing and selling branches of the industry are READING this issue—same as you.**

## Distributors Wanted

UNITED AIR CLEANER DISTRIBUTORS WANTED for important open territory. Standard Equipment on Chrysler, Franklin, Jordan, Flint, Locomobile, Moon, Kissel, and of 100 other makers who equip their engines with United Air Cleaners.

See Mr. L. J. Mraz, at

New York Automobile Show, Space D-140, or address United Sales, Inc., 9705 Cottage Grove Ave., Chicago, Ill.

# Public Acceptance

*What Is Responsible  
for the  
Constantly Mounting  
CIRCULATION  
of the  
NEW YORK  
EVENING GRAPHIC*

**I**T is not difficult to put your finger on the answer.

The public has adopted the New York Evening Graphic because it is a human interest newspaper—complete in every newspaper detail and filled with news, features and departments that serve and satisfy every member of the family—young and old.

Being a family newspaper, it goes straight to the heart of the home, and the American home today is not considered complete without its automobile.

As a means of reaching and impressing prospective automobile owners, this newspaper presents an opportunity alive with profit possibilities.

Hundreds of thousands of families—financially substantial families—are available. Here is a market that, because of its "family" type, offers the automobile manufacturer and dealer a lucrative field—too lucrative to pass by without monetary loss.

A constantly rising circulation composed of family readers is the most fertile soil for the advertiser to cultivate. Its yield is a harvest of certainty.

**NEW YORK  
EVENING GRAPHIC**  
Published by Bernarr Macfadden

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25 City Hall Place

POWERS & STONE, Inc., Western Representatives  
250 Park Ave., New York First Nat'l Bank Bldg., Chicago

**"A human interest newspaper"**

# Nash Orders Stock Dividend of 900 Per Cent

## COMPANY TO SPLIT 273,000 SHARES ON A 9 FOR 1 BASIS

### Cash Distribution of \$10 a Share on Existing Common Also Ordered

New York, Jan. 13.—The biggest disbursement of the kind ever made in the automotive industry has been made by the Nash Motors Company in the form of a 900 per cent stock dividend. The company, which has accumulated an undivided surplus of more than \$25,000,000 in the nine years of its existence, plans to split its 273,000 no par common shares on a nine to one basis.

As further evidence of its prosperity, it declared a cash distribution of \$10 a share on existing common stock, the annual rate on the new to be \$2 a share, or the equivalent of \$20 a share on the old.

C. W. Nash, president of the company, made formal announcement of the board's recommendations regarding a capital readjustment after the close of the stock market, during which Nash shares had soared 52 points, to 517, in anticipation of the melon disclosure.

At the same time the company made public its annual report for the fiscal year ended November 30, 1925, showing that period was the most profitable in its history. The stock distribution plan, Mr. Nash explained to stockholders, provides for issuance of nine shares in addition to each of the 273,000 no par shares now owned.

The company's net profits last year, after deducting all expenses, reserves, depreciation, state and Federal taxes, as well as write-off on investments, amounted to \$16,256,216, equal to \$55 a share on the common stock, after preferred dividend payments of \$1,051,309. This compared with a surplus equivalent to \$28.43 a share earned in the preceding twelve months. There was paid out in common dividends \$4,368,000, leaving a balance for the year of \$10,836,907.

#### Cannot Supply Demand

The number of cars and trucks sold last year by the company was more than 93,000. Mr. Nash said that throughout the twelve-month period the demand for the company's product was greater than its ability to supply, although plant operations were maintained at peak production except for a short period during the fall. In addition to equipping the Ajax plant, the company during the year added real estate, buildings, machinery and equipment to manufacturing facilities in excess of \$2,000,000.

"During the year," Mr. Nash added, "the company purchased for retirement \$6,966,800 par value of its preferred stock in anticipation of the retirement of all its preferred stock on February 1, 1926, leaving outstanding as of November 30, 1925, \$8,038,400 par value."

#### Current Assets \$42,000,000

Besides distributing to stockholders \$5,419,309 in cash dividends the company closed its fiscal year with a balance of \$24,426,128 cash on hand, in banks and government securities, after setting aside \$8,850,992 for the forthcoming retirement of the preferred stock. Current assets on November 30 stood at \$42,530,744, contrasted with current liabilities of only \$3,876,299, consisting of that total of accounts payable.

Completion of the stock distribution plan will require the call of a special meeting of stockholders to secure their formal approval. The cash dividend of \$10 a share on the common is payable February 1 to holders of record on January 22.

At yesterday's peak quotation for Nash common shares they have a

### Wednesday's Wall Street Closing

NEW YORK STOCK EXCHANGE						
High	Low	Div.	Sales	High	Low	Close
Previous, 1925.						
20	13		Advance Rumely	300	17 1/2	17 1/2
62 1/2	47	3	Advance Rumely pf	100	57 1/2	57 1/2
16 1/2	9 1/2		Ajax Rubber	800	10 1/2	10 1/2
64 1/2	26 1/2		Am. Bosch Magneto	800	31 1/2	31 1/2
20	11 1/2	1	Am.-La France	700	14 1/2	14 1/2
44 1/2	27		Am.-La France rts	1,500	4 1/2	4 1/2
52	27 1/2		Bridge Mfg. Co.	700	34 1/2	34 1/2
62	44 1/2		Chandler Motor	500	48	47 1/2
11 1/2	100 1/2		Chrysler Corp.	20,700	42 1/2	53
25 1/2	8 1/2	.80	Chrysler Corp. pf	20,700	42 1/2	53
48 1/2	21 1/2		Continental Motor	4,000	15 1/2	12 1/2
91 1/2	73 1/2		Dodge Bros. A.	10,400	44 1/2	44 1/2
20 1/2	10 1/2	2	Eaton Axle & Spring	1,000	29 1/2	29
12 1/2	12	.64	Fisher Body	500	100	99 1/2
28 1/2	10 1/2		Fisk Rubber	50,600	26 1/2	24 1/2
11 1/2	75 1/2	.75	Fisk Rubber 1st pf	1,000	114 1/2	113 1/2
39 1/2	23 1/2	2.50 *	Gabriel Snubber A.	3,000	40	40
16 1/2	4 1/2		Gardner Motor	200	9	9
74 1/2	36 1/2	4	Goodrich	4,600	64 1/2	62
114 1/2	86 1/2	7	Goodyear pf	200	104 1/2	104 1/2
109	103		Goodyear pf	100	105 1/2	105 1/2
139 1/2	33 1/2	3	Hudson Motor	11,500	115 1/2	113 1/2
21	14 1/2	1	Hupp Motor	1,600	27	26 1/2
24	13	.50	Indian Motorcycle	400	19 1/2	19 1/2
65	55 1/2	3	Jordan Motor Car	2,100	51 1/2	50 1/2
21 1/2	12 1/2		Kelly-Springfield Tire	1,500	18 1/2	18 1/2
72	45		Kelly-Springfield T. pf	100	70 1/2	70 1/2
3 1/2	1 1/2		Keystone Tire	200	1 1/2	1 1/2
19	11 1/2		Lee Tire rts.	400	13 1/2	13 1/2
142	117	6	Mack Trucks	2,100	151 1/2	149
32 1/2	10 1/2	2	Marlin Rockwell	100	30 1/2	30 1/2
42	22 1/2	3	Moon Motors	1,200	35	34 1/2
44 1/2	40	3.60	Motometer A	200	42 1/2	42
26	18	2	Motor Wheel	500	32 1/2	32 1/2
21 1/2	13		Mulline Body	200	17 1/2	17 1/2
42 1/2	5 1/2		Murray Body	900	13	12
48 1/2	19 1/2	7	Nash Motor	1,700	519	510
48 1/2	16	2	Packard Motor Car	3,500	41 1/2	40 1/2
33	17 1/2	1.80	Paige-Detroit Motor	2,100	26 1/2	26 1/2
47 1/2	10 1/2		Pierce-Arrow	7,400	41 1/2	40 1/2
100	42		Pierce-Arrow pf	1,700	107 1/2	107
18	8		Reynolds Spring	400	9 1/2	9 1/2
26 1/2	15 1/2		Singer Mfg. Co.	500	28	28
96 1/2	55	6	Swart-Warners Speed	6,500	90	89
68 1/2	41 1/2	5	Studebaker Co.	3,000	58 1/2	58
97 1/2	33 1/2	5	U. S. Rubber	13,500	83	79 1/2
108 1/2	92 1/2	8	U. S. Rubber pf	200	108	107 1/2

### Current Commodity Prices

New York, Jan. 13.—Dullness continues in the rubber market. Prices show a tendency to sag, particularly on smoked ribbed sheets. Consumers are displaying little interest. Trading is confined to small quantities. Gulf gasoline is firmer; otherwise the petroleum market is unchanged. Leading refiners are now demanding 11 1/2 cents for United States Motor and 14 1/2 cents to 15 cents for 64 gravity, an advance of 1/2-cent over a week ago. The steel market shows little change.

#### STEEL PRODUCTS

Semi-Finished—Gross	Tons
Billets, rerolling	.36,000-37,00
Billets, forging	41,000-42,00
Steel bars (hot rolled)	2,000-2,100
Plates (hot rolled)	1,800-1,700
Blue annealed sheets	2,000-2,000
Black sheets	2,350-3,400
Auto body	2,400-2,500
Brass	2,750-2,800
Hot rolled strip	2,750-2,800
Cold rolled strip	2,750-2,800
Hot rolled strip	2,200-2,300
Pig Iron, Basic	20,000-21,00
Valleys	20,000-21,00
Eastern Pennsylvania	22,000-23,00

#### IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)

Heavy melting steel.....\$12,000-13,00

Machining shop turnings.....\$5,00-10,00

Cast iron borings.....\$5,00-10,00

No. 1 cast scrap.....\$10,00-17,00

#### MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.

High brass sheets.....19 1/2

Copper, in rods.....21 1/2

Zinc, spot, New York.....9,000-9,05

Lead, spot, New York.....9,250-9,40

Aluminum, virgin 99 1/2%.....23 a 29

#### SEAMLESS TUBING

High brass.....23.75

Copper.....24.00

#### RODS

High brass (round 1/2 to 2 1/2 in.).....16 1/2

Copper, rods, round.....22 1/2

#### OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York—

Heavy machinery com. 9 1/2-9 1/2% 10 1/2-11 1/2

New brass clippings.....8 1/2-9 1/2% 10 1/2-10 1/2

Auto radiators.....8 1/2

Brass, heavy.....7 1/2-7 1/2

Brass, light.....6 1/2-7 1/2

#### RUBBER MARKET

Plantations—

First latex crepe, spot.....90

January-March.....87

April-June.....83

Rubbed Smoked Sheets, spot.....89

January-March.....90

April-June.....82

Para-Up-River, fine, spot.....78

Island, fine.....78

#### SCRAP RUBBER

Inner tubes, No. 1.....11 a 12

Inner tubes, No. 2.....8 a 9

Inner tubes, No. 2 red.....7 a 8

Tire, automobile, white, ton. ....\$60.00-70.00

Used auto tires.....40.00-45.00

#### OIL AND GASOLINE

MOTOR GASOLINE

Garrages (steel barrels).....a 17

Up-State New York.....a 17

Single tank cars, delivered, New York.....12 1/2 a Nom.

#### CRUDE PRICES AT WELLS

EASTERN—

Penn. grade oil in N. Y. Tran. Co. lines.....\$3.65

Bradv'd District oil in Nat. Tran. Co. lines.....3.65

Penn. grade oil in Nat. Tran. Co. lines.....2.55

Gaines grade oil in Nat. Tran. Co. lines.....3.20

Penn. grade oil in S. W. Pa. Pipe lines.....1.55

Penn. grade oil in Eureka F. Line Co. lines.....3.60

#### CENTRAL

Penn. grade oil in Nat. Tran. Co. lines.....1.98

Indiana.....1.78

Princeton.....1.87</p

# Why Whisper, When You Can Shout!

YOU men in the automotive industry admire and respect unusual performances.

Here is a series of performances and records that are unusual and that should be inspiring to those who study magazine advertising.

The first issue of TRUE STORY Magazine was May, 1919—published little more than six and a half years ago—and today sells nearly two and a quarter million copies a month at the newsstands at 25 cents a copy.

In one year alone TRUE STORY gained more than one million two hundred thousand voluntary circulation—which is to say newsstand circulation—at 25 cents a copy.

The American public pays more than half a million dollars a month for the privilege of reading TRUE STORY, and *this is more than the public pays for reading the single edition of any other magazine.*

TRUE STORY Magazine has the largest voluntary sale in the world

—98 per cent. of its more than two million circulation monthly is bought at 50,000 newsstands all over the United States.

These are facts—not theories—and facts on which men who buy advertising should base their conclusions with respect to reaching the great mass of people.

The spontaneity with which the American public buys this magazine—the methods by which it reaches them—the price at which it is sold—the fact that TRUE STORY Magazine would show a handsome profit if it didn't sell a single line of advertising—these factors result in giving the motor car advertiser a medium which is distinctly in a class by itself.

We call TRUE STORY'S circulation "The Necessary Two Million+" because there is no other means by which you may so surely reach the masses with your message as through the pages of this outstanding publication.

Why tell in a whisper what you should announce in a shout!

# True Story

*"The Necessary Two Million +"*

"Greatest Coverage—Lowest Cost"



## "Buddy" Stewart

"Buddy" is not only a remarkable truck at the price, but a remarkable truck at any price.

It exactly meets light delivery needs in power, capacity, dependable service, long life, low operating cost, and still sells at a lower price than any truck of its size and quality.

It is all truck—not a converted passenger car, not a one-year truck but a truck built to last for years—as good looking as it is reliable.

"Buddy" has a SIX-CYLINDER 40 h. p. Continental motor, remarkable for its gasoline economy and freedom from vibration—it gives 18 to 22 miles to the gallon of gasoline.

Rear springs 50 inches long, 2 1/2 inches wide, 32 x 4 cord tires insure easy riding comfort. Gemmer steering gear, large efficient brakes make it an easy truck to handle.

Think of the five inch frame, the big ten inch single plate clutch, the sturdy bevel axle. Timken bearings in front and rear axle insure long wear. Wheelbase, 118 inches, suitable for seven-foot body.

All the newest equipment—Zenith carburetor, electric lights and starter. Speedometer, oil gage and ammeter mounted on the dash under a glass panel.

Look it over, point for point, drive it and you will be convinced that "Buddy" is the greatest value on the American market.

Meet "Buddy" in the Stewart Exhibit  
 Commodore Hotel (New York) — January 9th to 16th  
 Sherman Hotel (Chicago) — January 30th to February 16th

### Other Models

4 and 6 Cylinder Motors

1 Ton Speed Truck  
 1 1/4 Ton Speed Truck  
 1 1/2-2 Ton Speed Truck  
 2 Ton, 2 1/2-3 Ton, 3 1/2-4 Ton  
 Also 18 and 25 Passenger  
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